



Are you looking for more creative freedom, more personal fulfillment and even more team spirit? **Then SNP is the right place for you!**

The **SNP Group** isn't just another SAP software and consulting firm. Our unrivaled platform streamlines transformation processes in ways that others can only dream of. As pioneers in data transformation, we revolutionize the way companies future-proof their system landscapes with our software platform SNP Kyano and the BLUEFIELD™ approach.

No matter your role, **Starting at SNP** offers you the opportunity to work with the best minds in the industry and develop unparalleled solutions trusted by some of the world's largest companies. Leveraging our expertise to empower our customers to achieve their goals is what drives us as a team at SNP.

Help us shape the digital future of organizations across the world by applying now as a

## Field Marketing Specialist (w/m/d)

You can work remotely or at our location(s) in Heidelberg, Hamburg, Berlin, Thale, Magdeburg or Munich

### Your Mission: Join our team!

- Plan and execute regional marketing campaigns targeting customers, prospects, and partners, ensuring alignment with global strategy and messaging.
- Collaborate with the Content Marketing Team to adapt and distribute compelling content tailored to your regional audience.
- Organize and manage physical and virtual events that position SNP as a thought leader and generate new business opportunities.
- Monitor and analyze key metrics for campaigns and events, providing insights and recommendations for continuous improvement in collaboration with Marketing Operations and Digital Campaign Managers.

### What we are looking for: Your profile

- 3–5 years of experience in a marketing role, ideally in the B2B tech or software industry, with a focus on events and digital campaigns
- Strong project management and organizational skills
- A creative and hands-on approach to marketing tasks
- Experience writing and adapting marketing content in both German and English
- Proficiency with Microsoft Office and familiarity with marketing automation tools and CRM systems (e.g., Salesforce, HubSpot)
- Ability to manage multiple projects simultaneously and meet deadlines

- Support the creation of customer success stories by identifying strong use cases, conducting interviews with customers or partners, drafting compelling narratives, and coordinating with design and PR teams for publication.
- Work closely with Sales, Partner Management, and Global Marketing to ensure alignment and maximize the impact of field activities.
- Knowledge of or interest in the SAP ecosystem is a plus
- Strong writing and storytelling skills; ability to turn business results into engaging content

## Be More @SNP: Discover your full potential

**New prospects:** At SNP, you will work in an international, diverse environment where you feel truly valued. You will not only shape our growth and success, but also that of our customers.

**Strong alone, unbeatable together:** Together, we will rise to every challenge, no matter how demanding. Together, we are unstoppable.

**Personal growth:** As a dedicated team member, you can quickly take on more responsibility. We will support you with tailored development measures.

**Flexible work:** We define your preferred working hours and place of work together with you.

More than just a salary: We offer a range of additional benefits: Supplementary company health insurance, company pension scheme, capital-forming payments, sabbatical, job bike, Deutschlandticket and other mobility solutions, childcare subsidy for non-school-age children, gym subsidy, employee shopping discounts and much more.

[Apply Now](#)

## Contact

Jasmin La Mattina | Recruiting Specialist | | [karriere@snpgroup.com](mailto:karriere@snpgroup.com)



DATA. TRANSFORMATION. EXPERIENCE.