

Performance Marketing Manager (f/m/x) in the field of AI & Satellite



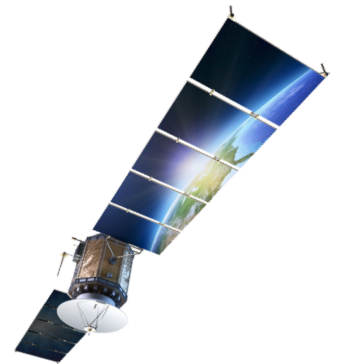
Data

Do you like to build your own Marketing strategy and execute it shortly after? Do you enjoy learning new things on a daily basis? Can you make it your mission to experiment which Marketing mix works best in this new industry? Then this is the right job for you!

Work at LiveEO in the vibrant Berlin startup ecosystem

LiveEO is applying the newest developments in AI to satellite data analytics and is translating earth observation data for enterprise customers with its Enterprise SaaS solution. LiveEO is standing at the forefront of a new space race and industry, is venture capital backed and consists of an incredible, international team which is building something big.

As a Marketing Manager at LiveEO you will be working as an essential part of our team and will help us to spread the word among our target customers and to bring earth observation to enterprises across the earth.



Your challenge

- Overall responsibility for the Online Marketing Mix within our company which includes the creation of an impactful performance marketing strategy and execution of it.
- You will be responsible for our SEA & SEO strategy and will manage our Wordpress powered website to improve our SEO ranking constantly.
- You will improve the website to increase engagement & to capture leads efficiently.
- You will be responsible for our paid performance marketing campaign strategy and its execution within a set budget (focus on LinkedIn).
- You will work with the sales team on marketing & sales automatization to improve LiveEO's sales & marketing efficiency (including the use of CRM, marketing automatization tools).
- You will work together with our content marketing manager to publish engaging content to drive traffic and to convert readers to customers.
- You will help to create the technical setup and to advertise client-facing webinars to support the Sales team in their lead generation

Your profile

- 2+ years of experience in Online marketing
- Degree in a related field
- Proven track record of creating, managing, tracking performance marketing activities including social media campaigns.
- Deep understanding of marketing automatization via tools (and scripts)
- Knowledge and experience with common marketing tools such as e.g. Hubspot
- Track record of goal-oriented project execution.
- High degree of self-management and process efficiency.
- Fluency in English for verbal and written communication is required, German is a plus.
- You live in or are willing to relocate to Berlin.
- Knowledge of remote sensing and geospatial products or the enterprise asset management market is a plus.
- We would like to encourage female applicants as well as applicants with a migratory background.

Your benefits

- The opportunity to help create a product that can improve business processes & life across the globe.
- Front row seat in the development of a multinational market leader in a new industry.
- Flat hierarchies as well as short and open communication.
- Start-up culture with a high degree of freedom and responsibility.
- Fair compensation, potential participation in the employee stock option program.
- Great international team.
- Office located in the center of Berlin Kreuzberg, free fruits & drinks.
- Flexible home office arrangement & working hours.
- International team and frequent team events

Interested in this position? Send your CV and a short cover letter to jobs@live-eo.com and we will get back to you as soon as possible.

Check out our website www.live-eo.com for more information about the company.