

# Senior Marketing Manager (IoT) (Budapest)

IT Services Hungary

<b>Referenciaszám:</b>	114833
<b>Ország:</b>	Magyarország
<b>Település:</b>	Budapest
<b>Régió:</b>	Budapest
<b>Munka jellege:</b>	Teljes munkaidő - Határozatlan idejű
<b>Munkakör szintje:</b>	Diplomás
<b>Szükséges nyelvtudás:</b>	német
<b>Szükséges tapasztalat:</b>	5-7 év

## Feladatok

<br> The IoT Marketing team is responsible for the international marketing and communications strategy of Deutsche Telekom in the segment of IoT (internet of things). This covers the positioning of Deutsche Telekom within the IoT market, product campaigning and internal sales marketing through all relevant marketing channels as e.g. performance marketing, public relations, exhibitions, events and so forth. The role of Senior Marketing Manager is blended with two main purposes: <br>

- Take responsibility and implement the marketing and communications strategy of the IoT marketing team as a marketing generalist supporting the team wherever necessary
- Build up and manage a small IoT marketing team at T-Systems Hungary supporting the central IoT Marketing team
- Development of the IoT marketing and communications strategy together with senior level of IoT Marketing team
- Structuring and coordination of the holistic marketing planning
- Execution of individual marketing measures, tracking of those measures (marketing controlling) and setting up lessons learned for adopting the marketing planning or if necessary the marketing and communications strategy
- Marketing measures can include: brand awareness measures, content creation (e.g. social media or blog posts, newsletters, speeches, promotional material for internal/external purpose etc.), online/performance marketing campaigns, public relations measures, event management
- Proactive collaboration with colleagues of sales, product marketing, corporate communications and external agencies
- Organization of a local marketing team to support central IoT marketing team

## Elvárások

- Advanced English and German language knowledge
- Experience with online/performance marketing, social media marketing and social selling
- Experience in social media channels (e.g. LinkedIn, Twitter, Instagram)
- Experience in marketing automation and marketing controlling
- A good knowledge of marketing planning, campaigning and general project management
- Independence, the ability to work under pressure, structured thinking and hands-on-mentality

**IT Services Hungary**

We are looking for experienced professionals as a still developing and broadening company!

## **Érintkezés**

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