

// Professionally experienced

# Senior Marketing Manager (m/f/x)

 Paderborn or remote  Full-time  As of now  Marketing & Growth



## Raynet – Empowering IT Visibility

Raynet is a leading software vendor headquartered in Paderborn, Germany, with customers all over the world. Our mission is to empower companies with innovative solutions in the areas of IT Asset Management, Software Management and Endpoint Security for more transparency, efficiency and control.

To strengthen our dynamic team, we are looking for a **Senior Marketing Manager (m/f/x)** who will transform our vision into effective strategies and campaigns – and grow with us.

## Your tasks at Raynet

- You develop and manage cross-channel marketing strategies for lead generation, brand positioning and customer loyalty.
- You will be responsible for international marketing campaigns - from conception and implementation to measuring success.
- You carry out performance analyses and derive data-driven optimizations.
- You proactively drive the further development of our brand communication on all channels (digital, print, event, social media).

## Our expectations

- Several years of professional experience in B2B marketing, ideally in the IT or SaaS environment
- Successfully completed degree or training in marketing, communications or a comparable subject area
- Strategic thinking paired with strong implementation skills
- Very good knowledge of marketing tools (e.g. HubSpot, Google Analytics)
- Team player mentality, initiative and enjoyment of innovation
- Very good written and spoken German and English

## Contact

### Human Resources Team

+49 5251 54009-0

[bewerbungen@raynet.de](mailto:bewerbungen@raynet.de)

## Further information

**Location:** Paderborn or remote

**Working hours:** Full-time

**Start:** As of now

**Department:** Marketing & Growth

## Are you interested?

Just send us an e-mail, contact us by phone or apply directly using the QR code.



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## What awaits you

- A central role in an innovative company with global reach
- A lot of room for independent action, fresh ideas and new challenges
- Flat hierarchy, direct contact persons and fast decision-making processes
- Diverse tasks and projects in an innovative environment
- Team events & work-life balance Individual further education activities
- A challenging, practical and future-oriented job in an internationally growing company
- Fully equipped and modern office with ergonomic workstations, common Friday BBQ on the rooftop, e-bike leasing via BusinessBike, charging stations for e-bikes and e-cars, combined with a panoramic terrace overlooking Paderborn

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## Why Raynet?

Because we make the difference and not only offer you a demanding and challenging job with exciting opportunities for further training and promotion, but also do everything we can to make you feel at home.

We balance family and career and give you enough freedom to realize your potential in our friendly and motivated team – in line with our Modern Hybrid Workplace concept at each of our locations.