7637 10242 (Senior) E-Mail Marketing Manager (m/f/d) We are looking for a highly motivated (Senior) Email Marketing Manager (m/f/d) to join our dynamic, fast-growing team. As an expert in CRM and campaign management, you will work closely with other marketing teams to generate awareness, drive valuable traffic to our website and increase conversion rates via email and push notifications. You will always use your analytical as well as strategic skills to achieve the company's goals together. Does this sound like you? Then apply now and actively shape the future of mobility! "Let's paint the world orange!" What you will do: You are responsible for innovative and data-driven projects with the goal of further optimizing communication via email and push notification and thus ensuring a unique customer experience You drive automation and personalization for our products SIXT rent, SIXT share, SIXT ride and SIXT plus for all markets, leveraging data and technology You define performance KPIs and regularly monitor the success of campaigns along the customer journey You conduct A/B tests to optimize contact strategies You manage internal and external service providers and are in close contact with other departments About you: You have already gained several years of professional experience in the areas of CRM, marketing communications, email marketing or lifecycle marketing, preferably in an omni-channel environment You have successfully completed a degree in business administration, marketing or communications, or a comparable qualification You are business fluent in English, Dutch and/or German is a plus You are experienced in using CRM marketing technologies (Salesforce Marketing Cloud is a plus) You work independently, in a structured and self-reliant manner, have high quality standards and a hands-on mentality Additional Information Working at SIXT not only means creating the future of mobility, but also offers personal benefits. This means especially for you: 30 days of vacation, support for pension plans & capital-forming benefits, mobility allowance of 20?/month and flexible working hours. You can decide where you want to work from: Up to 50% of your monthly working time you can work completely mobile and from anywhere, up to 30 days per year even in other European countries (EU, CH & UK). In addition, you will of course receive employee benefits for SIXT rent, share, ride and SIXT+, car leasing offers, discounts with partners for travel, technology, clothing, etc. as well as free cyber sports courses and numerous trainings for your individual development. It's also important to balance out your work: That's why you have access to our employee restaurant (and yes, we insist on restaurant, because it's too high quality for a canteen) as well as various recreational opportunities such as our modern SIXT Gym, the gaming area, or the SIXT choir - to name just a few. One day a year you can support the children's aid foundation "Drying Little Tears", an initiative of Regine Sixt, & do something good. In addition, your colleagues are pretty awesome. Which is important when you spend so much time together, and besides, no wonder when you get a bonus for referring friends as new employees. If something does bother you, you'll always have someone to confide in through regular feedback sessions, employee surveys or our psychological hotline through the Fürstenberg Institute. Otherwise, we live "work hard, play hard" - our parties are legendary! We also demand and promote DiverSIXTy, a corporate culture of acceptance, appreciation, and respect, in which everyone can develop their personality and ideas.  About the department: When it comes to marketing, communication and sales, we are ahead of the game. Through our apps, websites and online marketing channels, we are the (digital) face for our customers. Our national and international (online) campaigns have won many awards in the past. If you are a natural creative talent and you know exactly how to win over customers with your communication skills, then apply here now! You have the opportunity to expand SIXT's market leadership with us in Germany and to conquer Europe. About us: We are a leading global mobility service provider with sales of ?1.53 billion and around 7,000 employees worldwide. Our mobility platform ONE combines our products SIXT rent (car rental), SIXT share (car sharing), SIXT ride (cab, driver and chauffeur services), SIXT+ (car subscription) and gives our customers access to our fleet of 205,400 vehicles, the services of 1,500 cooperation partners and around 1.5 million drivers worldwide. Together with our franchise partners, we are present in more than 110 countries at 2,070 rental stations. At SIXT, a first-class customer experience and outstanding customer service are our top priorities. We focus on true entrepreneurship and long-term stability and align our corporate strategy with foresight. Want to Online Marketing Manager None 2023-03-07 16:06:12.707000