LAYER⁷AI

B2B Online Marketing Manager (m/f/d) – Tübingen / Berlin / Cologne / Remote
Start immediately

About us

Our product, Maddox AI, is an AI-based visual quality control solution, which can automate manually performed quality inspection for manufacturing companies. Maddox AI is an asset-light SaaS solution, which addresses those visual inspection tasks that are still performed manually, as conventional (=rule-based) computer vision methods fail. In product development, we closely collaborate with leading AI researchers from the Cyber Valley. Prof. Dr. Matthias Bethge, Prof. Dr. Alexander Ecker and Dr. Wieland Brendel have been researching in the field of machine learning and computer vision for years and are part of our founding team.

Maddox AI is used by DAX-30 companies as well as by large medium-sized enterprises. Our team consists of scientists, former strategy consultants, mechanical engineers and software developers. We know that Layer7's success is only made possible by our unique team. As we continue to grow, we want to convince the best and brightest minds of our mission to establish Maddox as the modern quality management platform.

Your role

- You develop a deep understanding of our customers and the best channels to reach them
- You design, execute, and optimize multi-channel B2B campaigns on key marketing channels: email, digital ads (including LinkedIn, Google Ad Platform, and Facebook), search engine marketing, webinars, direct mail, and website landing pages, to generate a pipeline and drive revenue growth
- You identify new cost-effective lead channels and allocate the marketing budget in order to optimize for revenue
- You measure campaign performance and conversion rates and optimize them

Your profile

- You have a degree in marketing, business administration or comparable training
- You have already gained at least 2 years of professional experience in online marketing and have ideally already looked after B2B customers and dealt with lead generation
- You are knowledgeable across the areas of digital marketing with an understanding of paid strategies and tactics—leveraging the right channels for awareness, nurturing, and performance marketing.
- You know your way around common advertising platforms including Google AdWords, LinkedIn Ads, Facebook Ads, G2, etc.
- You have set up and generated reporting documents on campaign performance with granular tracking across relevant KPIs
- You have a can-do-attitude who likes to bring in new ideas and wants to help shape and build new processes with us

Why us

We work in flat hierarchies, value direct communication, learn a lot as a team and make important decisions together. At Layer7 you can expect the following benefits:

- Independent work on projects in the field of artificial intelligence / Industry 4.0
- Flat hierarchies, a growth perspective and very good development opportunities
- A dynamic and motivated team with great colleagues (with experience from BCG, IBM, SAP, Cyber Valley, etc.)
- A competitive fixed salary, 30 vacation days and the opportunity to participate in the company's development through virtual shares (VSOP)
- The possibility to work flexibly in Tübingen, Berlin, Cologne or remotely
- Regular team events

Contact

Please use following link to apply and fill out the application form. Otherwise, we cannot consider your application. Thanks!
If you have any further questions, please feel free to contact us at recruiting@layer7.ai.