

# Campaign Manager (m/f/d)

(London and Würzburg)

## ABOUT US

**Branding, display, leads, content, social media, programmatic** and much more – over the years, the B2B Media Group has made a name for itself throughout Europe as a **leading B2B target group marketer**. Whether you need **display ads, qualified leads, or specialist content** highlighted for business decision-makers, the B2B Media Group has an array of solutions for the challenges posed by contemporary B2B communication. With offices in London, Paris, Munich, Würzburg, Augsburg and Hamburg, the B2B Media Group is represented across Europe and is one of the fastest growing companies in the B2B market.

### Our vision:

We are becoming the largest B2B target group marketer in Europe.  
We have already achieved a lot – with you we will become even better!

## WHAT TO EXPECT

The B2B Media Group utilises concepts which combine Lead Generation, Branding and Content Marketing. We can offer our clients bespoke innovative products tailored to their B2B Marketing requirements. We combine the know-how of a software organisation (Technology and Data) combined with the knowledge and capabilities of a publisher (Content).

We use performance orientated Marketing technologies and a comprehensive Business Nurturing Database.

## RESPONSIBILITIES

- > Coordinate the receipt of online creative materials from Agencies and/or Advertisers to ensure creative deadlines are met for both online and ROI consulting programmes
- > Build relationship with Advertisers and Suppliers to ensure streamline workflow
- > Communicate daily with the Sales team, Development team, and Senior Management with regards to campaign status and execution
- > Provide excellent Customer Service by responding to customer inquiries over the telephone and through email
- > Ensure campaigns run cost-efficiently and monitor closely to make sure they stay within budget margin
- > Use various software to monitor pacing of campaigns and ensure timely campaign delivery (Convertr, selfcampaign, Integrate, MSights, Salesforce)
- > Handle client opportunities using internal data programmes
- > Analyse campaigns to optimise current and future campaigns

## REQUIREMENTS

- > Education at Degree level is required (in Marketing or relatable field)
- > 2+ years of relevant B2B or B2C experience
- > Should be familiar with the Lead Generation and the Display Advertising market
- > Extremely literate in Microsoft Office, especially Excel, and HTML skills are beneficial
- > Excellent oral and written communication skills
- > Extremely reliable team player
- > Strong organisational skills
- > Must have the ability to handle multiple deadlines, phone calls and projects
- > Proven sales and client management abilities, preferably to the advertising and agency marketplace
- > Although not essential, other language fluency beneficial (German)

## WHAT WE OFFER

- > A highly-motivated, international team
- > A trendy and modern shared workplace in the heart of London (London Bridge)
- > Flexible working hours
- > Flat hierarchies, direct contact with CEO in a dynamic and ever-changing business
- > Your own fields of responsibility and plenty of creative opportunities
- > Team breakfasts, drinks, and events (including yearly visit to the Bavarian Alps and Vineyards)
- > Attractive, performance-related remuneration
- > Excellent prospects for development and promotion

## HOW TO APPLY:

To apply please state 'Campaign Manager, London Office' in the Subject Line and send us

- > Your cover letter explaining why you want to work for us
- > Your complete CV
- > Brief information about your availability
- > Your salary expectations to:

 [greatthings@b2bmg.net](mailto:greatthings@b2bmg.net)

**Do great things,**  
Kai & Fabian