

+ BE YOURSELF – BECAUSE THAT’S HOW WE WANT YOU TO +

At Anexia, we take responsibility for all the **challenges of the digital world** – each and every day. That’s because we see ourselves as the **“Digital Transformation Engine”**. And how do we succeed in this mission? It’s simple. We are a family of facilitators with innovative ideas. We’re capable of, want to, and allowed to make things happen. That’s what makes us so unique! Do you want to be a part of our digital revolution and make history with us? **#joinourrevolution**

TEAM LEAD ONLINE MARKETING (M/W/D)

Wien, Graz, Klagenfurt | full time

You are an experienced online marketing professional with a strong instinct for digital trends – and you don’t just want to execute, but to shape and lead? Then you’ve come to the right place! We are looking for a dedicated leader who will head our online marketing team, inspire it and strategically drive its further development.

#PROFILE



- Professional and disciplinary leadership, as well as ongoing development of a team of online marketing specialists
- Development and implementation of a holistic online marketing strategy (SEO, PPC campaigns, email/newsletter marketing, content)
- Responsibility for Generative Engine Optimization (GEO) of content for AI-powered search systems (e.g. ChatGPT, Perplexity, Google AI Overviews) to ensure and increase brand visibility
- Management, setup, and continuous optimization of all paid campaigns across multiple platforms (including Google Ads, DV360, Meta, Reddit)
- Planning, coordination, and quality assurance of content marketing initiatives
- Budget and resource planning, as well as regular reporting to management
- Analysis of KPIs, derivation of actionable recommendations, and data-driven optimization across all channels

- Identification of new digital trends, tools, and technologies and their integration into the marketing strategy
 - Close internal collaboration with product marketing, design, and development, as well as serving as an interface to external agencies
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#WANTED

- Completed degree in marketing, communications, business administration, or a comparable qualification is an advantage
- Several years of professional experience in online marketing, with initial leadership experience or as a senior specialist with team responsibility
- Proven track record in planning and executing performance-driven online marketing strategies
- Confident use of common tools (e.g. Google Analytics 4, Google Tag Manager, Google Search Console, SEMrush)
- Strong analytical mindset combined with a creative sense for brand communication
- Demonstrated expertise in managing and overseeing budgets in the high six-figure range
- Very good German and English skills, both written and spoken

#REWARD

Anexia grew up as a family, and with our growth strategy, we intend to keep it that way. We like to take responsibility, respect one another, and we know that we can achieve whatever we put our minds to. We look after Anexia, and Anexia looks after us. Enthusiasm, experience, and competence count, so you can expect a fair salary and numerous benefits.

salary range

min. 65.000€

A horizontal bar representing a salary range. It starts with a vertical tick mark on the left, followed by a solid green segment, and then a lighter green segment that tapers off to the right.

Our benefits



We are more than just a workplace. Therefore, we offer our employees many benefits (which partly depend on your position and location): good transport connections and flexible working hours. Period. Not to mention further training, a mentoring program, free parking, a mobile phone and notebook, snacks and drinks, company cars, employee events, a fun corner, ...

#JOINOURREVOLUTION

APPLY NOW

#ABOUT

Anexia is offering high-quality and individual cloud- and managed hosting solutions as well as individual software and app development. Anexia is also running its own, independent data centers. Founded in 2006, Anexia is headquartered in Klagenfurt and has offices in Vienna, Graz, Karlsruhe, Nuremberg and New York City. The company serves numerous international customers.



Over 350 employees at more than 5 office locations in Austria, Germany and the USA



We are ISO-certified and have had a "very good credit rating" for years



Customers such as Lufthansa, McDonalds, TeamViewer, and many more trust in our quality

anexia

netcup[®]

 **TELEMATICA**

DATASIX
DATACENTER

You have questions?

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