

Digital Marketing Manager (m/f/d)



Fulltime, based in our Berlin office (Germany)

Native level of German language is required. English language is required to work within a team across several countries.

Graebert is a leading developer of DWGediting CAD software. The Graebert product portfolio is anchored by the ARES Trinity of CAD software a powerful suite of DWGbased CAD software for desktop, mobile and cloud. The ARES CAD technology is also used by developers to create vertical applications. Some industry leaders using the ARES CAD platform include Dassault Systèmes, Onshape and Corel. Overall, millions of professionals use our CAD technologies in more than 100 countries. Graebert provides employees with exciting opportunities in an industry that is constantly evolving. Our company is renowned in the CAD industry for pioneering multiple innovations. Working at Graebert you will contribute to shape the future of CAD with cuttingedge technologies for mobile and cloud.

Your Duties

Reporting to Graebert's Sales and Marketing Executive, your mission will be to improve the direct DACH and International sales performance of the company working in three strategic directions:

- + Increase the number of leads for our direct and online sales. One of the priorities here will be to increase trial activations leveraging from advertising campaigns and other methods.
- + Increase the conversion rate ie the number of sales opportunities we convert into purchases by monitoring our statistics and consequently improving our marketing to assist sales.
- + Reduce the churn rate of nonrenewing subscribers by monitoring our statistics and consequently improving our marketing to assist sales.

Benefits

- + Contribute to design the future of the CAD industry. Your work can potentially impact the experience of millions of professionals.
- + Work in a cross-cultural environment within a team across several continents and with partners all over the globe.
- + The opportunity to envision new concepts in a company offering stable and longterm perspectives. Graebert is renowned for its innovation and a pioneer of Mobile and Cloud. The company is self-funded and well-established for more than 40 years.

Your Profile

- + You have a 3+ years experience in SEO, SEM and webmarketing in the IT sector. Experience of mobile or cloud solutions would be a plus. Experience of subscriptionbased pricing models would be a plus.
- + A previous experience of sales would be a plus.
- + Good team player.
- + Strong written and verbal communication skills in German and English.
- + Tools and techniques to be used in this context include:
 - + *Google Analytics to follow the performance of our website, for example conversion funnels to see if and how we might be losing visitors during trial workflow or purchase workflow*
 - + *Search Engine Optimization to optimize the texts of our website and therefore improve our ranking on search engines. Experience of Wordpress would be a plus.*
 - + *Google Adwords and/or LinkedIn campaigns to generate leads*
 - + *Social Marketing by using potentially some rich media like videos or white papers to attract new*
 - + *Email automation: We use Pipedrive to follow the leads and can use automation to create if-this-then-that rules. For example, send a specific email automatically when a subscription will soon expire. Additionally we use Intercom to send contextual messages based on a user history or interests.*
- + Adapt the marketing we are preparing in English for German-speaking markets.

HOW TO APPLY

Please send your CV (in English or German) and Portfolio with a note of your salary expectations to

cedric.desbordes@graebert.com