



A career at COPA-DATA

We are COPA-DATA – an independent, globally operating software manufacturer. We solve highly complex tasks according to our credo: There is always an easier way! zenon is our successful software platform. It's developed for automation and digitalization projects as well as for achieving sustainability goals in production facilities.

We are a family-run company with over 30 years of experience. Despite all the digitalization, we remain truly human.

Growth Marketing Manager (f/m/d) COPA-DATA Headquarters Salzburg

Your goal:

To attract new customers through creative and targeted digital marketing and sustainably increase revenue in our core industries. You will develop global multichannel campaigns and create content that excites our target audience. Using tools like Hubspot, you'll elevate our marketing strategy to the next level. Your ideas and analyses will ensure measurable success and drive the growth of our markets. Specifically, this means:

- ▶ Development and implementation of comprehensive, customer-oriented marketing strategies in collaboration with industry marketing managers and international stakeholders to optimize the entire customer journey for potential and existing customers.
 - Execution of these marketing initiatives across various channels (e.g., LinkedIn, SEO, SEA, email), creation of the necessary assets (e.g., landing pages), and coordination of diverse content types (e.g., webinars, videos, website content).
 - Continuous improvement of marketing efforts by leveraging data-driven insights to achieve measurable results.
- ▶ Further development of our marketing automation strategy to enhance efficiency and personalization in marketing campaigns.

What you offer:

Practical work experience and project experience are more important to us than formal educational degrees. Excellent English skills are a must. You're welcome to learn German with us. :-)

These skills will help you reach your full potential at COPA-DATA:

- ▶ You are ready and able to quickly adapt to new conditions, tasks, and challenges.
- ▶ You find creative and effective solutions.
- ▶ You organize yourself, use your time efficiently, and set priorities wisely.



Visit us at:



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Karolingerstraße 7b · 5020 Salzburg · Austria
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- ▶ You have a clear understanding of your own strengths, weaknesses, and limitations.
- ▶ You take initiative, communicate clearly and effectively, ask questions, and share information.
- ▶ You analyze information, evaluate it, and make informed decisions.
- ▶ You are committed to continuous learning and self-development.

What you can expect:

- ▶ **True Work-Life Balance:** No all-inclusive contracts, but rather the opportunity to perfectly balance work and leisure with our flexible working hours and the option to work from home two days a week.
- ▶ **A Lived Team Culture:** We believe in the power of shared success. That's why we foster a respectful, solution-oriented, and collegial work atmosphere. Numerous employee events are a testament to this.
- ▶ **Peer-Level Professional Development:** With us, you benefit from the expertise of the developers behind the best software platform for automation in the manufacturing and energy industries. We share our knowledge and continually learn from your experience. Together, we grow through new challenges.
- ▶ **Fair Compensation and Meaningful Benefits:** Attractive remuneration that matches your experience and qualifications. We offer meal subsidies, company bikes, retirement and health care plans, and many more. We cater to our employees' wishes and provide personalized benefits that suit you.
- ▶ **Come as You Are** – No Dress Code

Do you want to see your personal creative touch reflected in our marketing? Then join our team and reach out to Manuel Khan at jobs@copadata.com.

This role is graded according to the Austrian IT collective agreement and a minimum classification at ST1/Entry level is provided. The final gross salary is market-compliant and is adjusted according to your education, qualifications and experience.



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