



International Marketing Manager (m/f/d)

MessengerPeople is one of the pioneers of Messenger Services and today the leading Software-as-a-Service-Provider for Messenger Communication & Chatbots. With our software, companies worldwide are using the most popular messaging apps like WhatsApp, Facebook Messenger, Apple Business Chat, Telegram, Viber etc. on professional and safe level.

Since September 2021 we are part of Sinch! The Swedish, company connects businesses and customers worldwide via Mobile Messaging, Voice- and Videotelephony.

Eight of the ten biggest U.S. Technology companies are Sinch customers, and we also provide services to many companies from the SMB sector. Today we're counting over 2.000 employees in over 40 countries.

“MessengerPeople a brand on its own”

Our Marketing-Team sees itself as “Content Machine”: we love content and stories around our software and the secrets of success of our customers.

Thereby we are always taking new paths, not only relying on classic B2B channels like fairs and webinars – but use the whole palette of marketing opportunities from TV-Advertising, Influencer Marketing or Podcast Sponsoring.

You want to make us even better? Let's go for it!

At the moment our marketing team includes Katha (Media & Events), Kai (Social Media & Performance Marketing), Sören (Graphics & Website), Birgit (CRM & Analytics) and Matze (Speaking & Content).

We plan to grow internationally fast forward - India, Brazil, South Africa, Europe, all around the globe!

Therefore, we are searching for somebody as soon as possible, helping us to grow our international business.

Your Tasks

- Internationalization and localization of the website, magazine/blog and any documentation for sales / distribution & partner management
- Research and creation of articles, customer cases, white papers and sales documents for relevant target markets
- Geo-specific marketing campaigns for branding, traffic and lead generation
- Research and implementation of international events & trade fairs

Your Profile

- Very good English and German knowledge! Spanish, Portuguese, French, Italian or any other language will top you up!
- You are a true professional in content marketing: writing blog posts is as easy for you as hosting a virtual webinar or speaking live on stage.
- Terms like ROAS, SEO or CPL sound familiar to you!
- Ideally you are experienced in using WordPress, Sistrix and/or Google Analytics
- You like to work independently, goal-oriented and very hands on!
- You feel comfortable in a start-up environment, with its fast & dynamic processes.

What you can expect

- Exciting topics, successful product and a growing, global company - here is plenty of room for you and your further development!
- International and highly motivated team. Hands on spirit drives us!
- Cool office near Munich central station, also remote work is possible.
- Flat hierarchies, short decision-making processes and a trusting and open corporate culture.

Apply now to be part of our marketing team! We are looking forward to you, your ideas, your curiosity and especially your personality!

Your personal contact

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[MessengerPeople.com](https://messengerpeople.com)