



(Junior) Product 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 have ideas on how we can become even better? Become part of our Content Machine!

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).

Now we want to expand our team with you as our Product Marketing Star!

Whether it's copy for our product websites, presentations for sales pitches, or product videos: We're looking for a team member that makes sure our sales team always has the most compelling content to sell our software solution.

Your tasks

- Identify and attract reference customers for case studies and our regular vodcast format [WUMMM weekly](#)
- Create sales documents, from presentations, sales sheets to product demo videos
- Write content around our product portfolio (articles, product websites, product descriptions, flyers, webinars, case studies, etc.)
- Stay in close contact with product development, customer success and sales teams for winning sales & marketing documents
- Research and organize events & trade fairs

Your profile

- You already have some professional experience in product or B2B marketing
- You are communicative and creative
- You like to work goal and customer oriented and are hands on!
- You are a team player and enjoy working with other departments
- You like creating marketing texts and materials
- You feel comfortable in a start-up environment, with its fast & dynamic processes
- Very good German and English skills in writing and speech
- Very good knowledge of MS Office programs, ideally first experience with Wordpress and graphic programs

What you can expect

- Exciting topics, a successful product and a growing, global company - there is plenty of room for you and your further development!
- An international and highly motivated team. Hands on spirit drives us!
- Cool office near Munich central station. Remote working is also possible.
- Regular team events from tobogganing, to hiking, to weekends in mountain lodges
- 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)