

Campaign Manager (m/f/d)

Location: Sofia

About us

B2B Media Group is one of the leading B2B data providers in Europe. With over 85 employees at 6 locations in Germany, England and Bulgaria, we help hundreds of B2B companies achieve their marketing and sales goals. Industrial and IT corporations as well as hundreds of medium-sized companies and media agencies rely on our technology and unique B2B data.

Our Mission: Fuel the marketing of any B2B company with our unique audiences and insights.

Your responsibilities

- You support the operational implementation of customer campaigns across various DSPs, with a focus on Account Based Marketing (ABM) campaigns
- You support the coordination with our sales team to achieve the optimal and best possible placing of the online campaigns
- You take care of the optimisation and achievement of campaign KPIs
- You independently create the relevant reports and analyses for our customers
- You always maintain an overview of all campaigns, advertising media and timings

Your experience

- You have relevant professional experience as a campaign manager, which may have been gained in social media or Google Ads campaigns
- You ideally already have relevant experience with programmatic advertising tools (ad servers, DSPs, tracking systems and the like) or at least have no reservations about familiarising yourself quickly with it
- You have a keen interest in the topic of audience data and data management platforms
- You have strong analytical and reporting skills
- Your skills in the use of Excel are very good
- You may have an understanding of web technology such as JavaScript and HTML
- You can inspire and convince, are communicative and like to work in a team
- You are 100% careful, reliable and responsible
- You keep a cool head even in stressful situations and have an eye on your timing
- You have a very good command of English

What we offer

We offer a permanent position in a fast-growing, data-driven online marketing company with a focus on B2B. A secure working environment with flat hierarchies and fast decision-making processes is what sets us apart. Our way of working is characterized by trust, openness, a lot of fun and a good work-life balance. We have offices in London, Sofia, Berlin, Munich, Würzburg and Augsburg and work with a highly motivated

international team. In times of Covid-19, a virtual office is of course offered, and we also allow flexible working models beyond that.

Our offer also includes:

- 23 working days paid leave and counting
- Additional health insurance
- Rebenefit and Multisport access

Please send

- A brief motivation - why do you really want to work for us?
- Your CV with certificates and reference projects

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