



## Marketing - Demand Generation Manager (m/f/d)

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### RESPONSIBILITIES

- Responsible for successful lead generation across all marketing channels
- Creation of buyer personas for target industries
- Ensuring the achievement of our customer acquisition targets and follow our KPIs
- Support Partner Marketing by planning and implementation joint partner initiatives and campaigns
- Take Marketing responsibility for the sale cycle, from the campaign to the qualified opportunity
- Develop and execute demand generation programs in close collaboration with campaign management and other marketing team colleagues
- Marketing automation setup, design and content
- Identify and develop new lead generation sources

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### REQUIREMENTS

- University degree in Marketing or similar
- At least 3 years of experience in enterprise software companies
- Proven success in generating B2B leads and building pipelines
- Experience working across multiple countries and ability to work within an international environment
- Ability to manage multiple projects at the same time, adhere to strict schedules and present clear results
- Ability to develop and implement tactics and activities in multiple locations
- Experience developing marketing initiatives based on performance data
- Experience in marketing automation and with CRM systems, Hubspot desirable
- Excellent communication skills and a proactive, open-minded manner
- Very good organisational skills, and an independent and structured way of working
- Excellent knowledge of English and German (spoken and written)

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### HOW TO APPLY

E-mail your résumé with salary expectations and desired start date to [career@osthus.com](mailto:career@osthus.com). Refer to "Marketing - Demand Generation Manager (m/f/d)" in the subject line.

Your personal contact: Ivonne Braun

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Contact us:  
+49 151 11435345  
Also via WhatsApp!

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**Find out more about our culture and your benefits on [www.osthus.com/career](http://www.osthus.com/career)**

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### ABOUT OSTHUS Group

OSTHUS Group supports teams in building a deeper understanding of how data can be used to strategically amplify enterprise value long-term. From integration management, analytics to archiving and purging, our team works with company stakeholders to transform enterprise data into high value digital asset. The Group consists of four companies at the moment: OSTHUS Services and three product companies: ZONTAL (e-Archiving and Lifecycle Management Systems), LeapAnalysis (Federated Virtualized Semantically-driven Data Integration) and Accurids (Distributed Reference and Master Data System), all of which offer ground-breaking technology where none of its kind currently exist in industry.