JOB OPENING · WE ARE HIRING

MQTec GmbH

Marketing Specialist (m/f/d)

You build our marketing: strategy, lead funnel, newsletter and content.

Darmstadt | Hybrid | Part-time, 20 hrs/week | Immediate start

Good work gets around, but not fast enough. So far, almost all of our customers come through referrals. We want to change that, and that is why we are looking for you.

MQTec is a managed service provider based in Darmstadt, Germany, and with Ventiqo we also have our own software brand. Our marketing is at the beginning: there is a website with a blog, some reach on LinkedIn and clean figures from web analytics and CRM. What is missing is someone who turns this into a plan and carries it out. You build rather than administer, you help decide, and you see from the inquiries what your work achieves.

What you will do

- Develop the marketing strategy for MQTec and our software brand Ventiqo: target groups, positioning, channels and annual planning
- Build the lead funnel: from first contact through landing pages and lead magnets such as checklists, white papers or webinars to a qualified inquiry for sales
- Set up and run the newsletter: mailing list, sign-up flow with double opt-in, editorial plan, sending and evaluation
- Set up email sequences and marketing automation, for example follow-ups after a download or inquiry, coordinated with sales
- Plan and create content: blog articles, customer stories and LinkedIn posts, together with our engineers
- Look after the website and SEO: maintain pages, open up search terms, improve the path from visitor to inquiry
- Plan, run and measure campaigns, organic and with ads where it makes sense
- Evaluate the figures: visitors, inquiries and orders per source, and derive the next steps from them
- Create sales material: one-pagers, presentations and case examples

What you bring

- A degree or vocational training in marketing or communications, or comparable practical experience
- Several years of experience in B2B marketing, ideally with services or software that need explaining
- You have already built a lead funnel and a newsletter and can show what came out of it
- Experience with newsletter and automation tools such as Brevo, HubSpot or Mautic and with working in a CRM
- Solid knowledge of SEO and web analytics, you decide based on figures
- You write clear, error-free German and are comfortable in English
- Concept and execution are both in your hands, you work independently and in a structured way
- A confident and critical approach to AI tools in your daily work

Nice to have

- Experience at an IT service provider, systems integrator or software vendor
- Hands-on experience with LinkedIn Ads or Google Ads
- Design with Canva or Figma, experience with video or podcasts
- Knowledge of data protection rules in email marketing
- Experience in managing agencies and freelancers

What you get

You work independently, help make decisions and get room for your own ideas. On top of that:

Wellpass
company fitness membership in addition to your salary

32 days of leave
based on a five-day week, pro rata for part-time

Part-time that fits
hours spread by agreement, home office possible

Company bike
leasing via JobRad

Deutschlandticket
nationwide local transport, private use included

A great office
Hilpertstraße 20 in Darmstadt

Structured onboarding
a dedicated contact from day one

Certifications
training and exams are part of the job

Current technology
in projects and on your desk

Short paths
few levels, quick decisions

Team and events
people know each other and help each other

How to apply

Send us your CV or a link to your profile. Tell us when you could start and what salary you have in mind. You do not need a cover letter. We are happy to answer questions by phone beforehand.

personal@mqtec.de | **+49 6151 49353-50** | **www.mqtec.de**

What counts for us is what you can do. Origin, gender, age, religion or a disability play no part in our decision.

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