



## Performance Marketing Manager (m/f/x)

Location: Haren

Working Hours: Full-time employee

1,600 employees in 18 locations around the world with a fleet of 60,000+ circulating containers. Since ELA's establishment in 1972, our business has continuously been expanding, we are specialists in mobile room solutions. Our family-run company based in Haren (Ems), Germany, is growing at a fast pace and we are actively looking for qualified and dedicated team players to join us locally, internationally and beyond.

Is performance marketing more than just clicks and conversions to you? Then you've come to the right place. As a **Performance Marketing Manager** (m/f/x), you will combine strategy, tracking and creative approaches to create campaigns that really perform. Ready to bring brands to the forefront?

With your unique profile of qualifications, talents and aspirations, you are exactly the person we are looking for. We are not your average company – with us, you can expect exciting tasks, diverse development opportunities and a relaxed Moin culture. Interested? Then we should definitely get to know each other!

### Your Future Role

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- + Creation, management and optimisation of performance marketing campaigns to promote our products, services and jobs in the areas of SEA, display advertising, marketplaces, retargeting and pretargeting.
- + Budget planning, forecasting and performance reporting, including derivation of measures based on relevant KPIs (e.g. CVR, KUR, ROAS)
- + Ensuring digital brand awareness for the corporate and employer brand in branding and non-branding
- + Collaboration with national and international sales and online marketing teams for lead generation
- + Close collaboration with the social ads team and exchange with decentralised (online) marketing managers for localisation
- + Design of creatives in cooperation with the graphics team, including briefing coordination
- + Compliance with corporate identity and ensuring brand safety

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Strategic and operational support for performance marketing and tracking activities  
(e.g. use of AdTech platforms)

## What You Bring to the Team

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- + Successfully completed training or studies in e-commerce, (digital) marketing or a comparable field / commercial training
- + Several years of experience in SEA (B2B experience an advantage)  
Very good analytical skills and knowledge of programmatic advertising and real-time bidding (RTB)
- + Experience with advertising tools such as MCC, Google Ads Editor and Microsoft Advertising Editor
- + Experience with marketing analysis tools such as Looker Studio, Google Analytics and Salesforce Marketing Cloud Intelligence
- + Trend awareness in online advertising and continuous further training in the field of performance marketing and tracking technologies
- + Results-oriented, structured approach to work, ability to work in a team and strong communication skills
- + Very good written and spoken German and English skills

## What you can expect from us

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- + Once ELA, always ELA. When you join our company, we want you to be a key member of the team, which is why we'll offer you a **permanent contract**
- + We offer you **flexible working hours** and the opportunity to work flextime
- + We can offer you attractive **bike leasing**
- + We offer you **company health insurance**
- + The ELA **Corporate Benefits** portal offers attractive discounts on more than 1,500 brands from all relevant areas of life
- + Our **company fitness program**: for just €30 a month, you can have access to thousands of gyms, swimming pools, and more throughout Germany, including unrestricted digital access
- + We'd like for you to continue **developing**, which is why we support your personal development with a tailored range of options
- + You have the option to work up to **60% of your week from home**
- + Our **company restaurant** serves up fresh, delicious lunches on a daily basis
- + We want you to be optimistic about the future, which is why we support you with our **company retirement plans** and capital-forming benefits for your financial security
- + We organize an extensive **onboarding** program for you at our headquarters in Haren (Ems), so that you can get to know the entire company, our products, and our employees
- + There's no need to part ways with your four-legged friend at ELA, as you can simply bring your **dog** with you into the office if the situation allows

## How You can apply

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Please send your documents via our career website <https://career.ela-container.com> or via email [career@ela-container.com](mailto:career@ela-container.com) including your CV, your essential certificates and

qualifications, as well as a few lines about yourself and why we fit. We would then like to meet and have a personal conversation with you. We look forward to hear from you!

**Any questions?**

Contact us via email or WhatsApp/text message on +49 1511 9539616.