



Marketing Automation Manager (m/f/x)

Location: Haren

Working Hours: Full-time employee

1,400 employees in 24 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.

Are you a digital native, love data-driven marketing and want to take the marketing processes at ELA Container to the next level together with us? Do you think in terms of customer journeys, have a flair for automation potential and enjoy working with innovative tools such as the Salesforce Marketing Cloud? Digital, structured, creative - if that's exactly your thing and you want to take responsibility for our MarTech landscape, then join our Digital Brand Team now and actively shape the future of marketing at ELA Container.

Your Future Role

- + End-to-end responsibility for the Salesforce Marketing Cloud. From requirements gathering, implementation and testing to go-live and continuous development
- + Introduction and further development of MarTech tools such as Salesforce Marketing Cloud Intelligence as well as identification and implementation of automation potentials
- + Development and implementation of data-driven marketing campaigns along the customer journey including lead nurturing, lead scoring, cross-selling, upselling and retention strategies
- + Coordination with external implementation partners as part of agile project structures (e.g. sprints), including testing, acceptance and rollout
- + Working closely with the CRM team to ensure efficient processes and smooth system integration
- + Training and support for key and end users as well as advice on best practices in dealing with the tools used
- + Creation of training materials and structured process documentation to ensure knowledge transfer within the company

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What You Bring to the Team

- + A degree in economics with a focus on marketing, e-commerce, digital business - alternatively a comparable qualification
- + Several years of experience in the application and introduction of marketing automation and intelligence solutions, ideally in a B2B environment
- + Practical knowledge of the Salesforce Marketing Cloud - in particular Account Engagement, Advertising Studio and Marketing Cloud Intelligence
- + Experience in the introduction of systems and in dealing with interfaces, data structures and testing
- + Ideally knowledge of agile working methods (e.g. Scrum/Sprints) and collaboration with external implementation partners
- + Strong ability to analyze and optimize marketing processes with a structured, independent and solution-oriented way of working with a hands-on mentality
- + Confident in dealing with interdisciplinary teams and stakeholders - also in training and support situations
- + Very good written and spoken German and English skills

What you can expect from us

- + 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 help you with **emergency childcare**
- + 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 €25 a month, you can have access to thousands of gyms, swimming pools, and more throughout Germany, including unrestricted digital access
- + With us, you can expect **flat hierarchies** and short decision-making processes
- + 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

Please send your documents via our career website <https://career.ela-container.com> or via email 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.