

## Head of Marketing

Marketing | Vienna | Full-time

Are you eager to bring a successful B2B AI company into the next growth phase? Our engineering, sales and business team is looking forward to becoming complemented by a marketing executive! Establish with us a brand that convinces and sells based on a future-proof software product and excellent customer and partner relationships.

Finmatics software from Abacus.ac helps companies of all sizes to digitalize and automate accounting processes. By now, more than 300 international organizations and 5000+ users have implemented our products to automate and accelerate finance processes. Abacus' mission is to accelerate the transition of the accounting industry from paper to the digital age.

Join us if you thrive in a dynamic environment and having an impact on company success motivates you on a daily basis!

### Your responsibilities

- Develop, adapt and execute a B2B growth marketing strategy to gain and retain customers
- Coordinate all marketing activities and establish quality standards for a cohesive and relevant brand experience (Online Marketing, Marketing Automation, Social Media, Events, Partner and Influencer Marketing,..)
- Improve the customer experience across all digital touchpoints
- Provide sales with high quality leads
- Establish and report performance metrics for marketing activities
- Coordinate external agencies and freelancers
- Control marketing budget
- Lead special projects (Customer success initiatives, cross-departmental processes,...)
- Be a trusted sparring partner for sales & business development

### Your profile

- 3+ years experience in a marketing role
- Proven track record in B2B marketing at a SaaS company
- Strategic & creative mind | Strong execution skills | Team player
- Excellent communication skills in English and German
- Hands-on approach with marketing tools (Wordpress, Mailchimp, ...)
- Knowledge in the accounting and finance industry is an asset

## What we offer

- A challenging position with lots of freedom to shape the marketing function of the company
- A smart, cooperative team that is easy to work with
- Access to an interesting network
- Definitely flexible working
- Competitive compensation package including the possibility of stock options\*

\*For legal reasons, we are obliged to inform you, that the collective bargaining minimum salary for this position is €41'776 gross yearly. Our salaries are nonetheless oriented towards market based salaries and may be significantly higher than the minimum salary.

## Sounds good?

Please let us know why you are interested in becoming the next head of marketing of Abacus. We are excited to learn about your ambitions and experiences!

### Your contact

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