

We are looking for a **Product Marketing Manager** to join our team in Hamburg!

Who are we?

Semasio is a Unified Targeting provider that enables programmatic advertising professionals to reach their target audience by seamlessly combining Audience and Contextual targeting. Our clients are leading global media agencies, brands and publishers, and we operate globally with offices in Germany, Denmark, Portugal and USA.

What are we looking for?

We are looking for someone who **loves** to:

- Study company products, clients and user personas
- Analyze market trends and competitor offerings to position products
- Translate technical product details into benefits for the client
- Create and manage marketing material (onepaggers, decks, case studies, whitepapers)
- Develop product marketing strategies (product launches, advertising, events, PR)
- Craft compelling messages across marketing channels (landing pages, ad campaigns)
- Work with various teams (product, sales, design, PR) to implement marketing strategies
- Evaluate results using relevant KPIs and feedback from existing and prospective clients



You're a great fit if you:

- Have a Bachelor's degree in marketing or similar discipline
- Have 2+ years of B2B experience in product marketing
- Come from AdTech industry, ideally familiar with programmatic advertising
- Are a native English-speaker or equivalent
- Are excellent in copy writing and story telling
- Have good analytical and research skills
- Have the ability to understand technical content and quickly learn new material
- Are proactive and organized, know how to manage your time
- Have an open, positive and collaborative mindset

What we offer:

- Great and flexible working conditions
- Competitive salary with lots of benefits
- Chance to bring your own ideas to life
- Friendly and fun international team
- Work right in the center of Hamburg (close to public transport)
- And all the other usual things – work from home, free snacks, team activities, and more!

Like what you've read? Email us at jobs@semasio.com