



DAVID
s y s t e m s

Do you want to take part in the digital transformation of the media industry? Are you interested in promoting professional software and services that enable our radio and media clients to be highly successful? To strengthen our **Marketing and Sales Department** at our **Munich headquarters** we are looking for a:

Guerrilla Marketing Manager (m/f)

As the Guerrilla Marketing Manager you will work in association with the Sr. Director of Marketing to plan, develop and execute "guerrilla" marketing programs in the areas of content asset development, events, and communications. You will have responsibility for developing assets both internally and with customers. You will develop unconventional marketing techniques and tactics to ensure the overall success for the organization as a whole.

Your tasks include, but not limited to:

- Development and management of customer-centric external guerilla programs
- Creation and tactical ownership of internal guerilla programs
- Build up University and Student demo program
- Customer engagement program ownership
- Thought leadership management program
- Actively involved in the development and management of communication, webinars, social media and customer enhancement programs
- Develop and analyze data driven success metrics
- Organize marketing assets
- Support marketing team and develop good relationships across other departments and customers as well to achieve optimal communication and marketing programs
- Best in class trends

Your profile:

- Aptitude to develop unconventional and non-traditional marketing programs
- Traditional Marketing fundamentals
- History of taking on responsibility for both tactical execution and management opportunities
- Persuade people to take on original ideas and unique programs
- Experience with content creation and social media, ability to multi-task
- Ability to build relationships across other departments and customers
- Data driven and interested in media industry
- Excellent English, good German language skills. Other language skills are beneficial

You will join a dynamic company with highly motivated teams operating within a flat organization, offering flexible working hours and exciting projects with well-known clients worldwide. We are located in the heart of Munich at a modern business location, well connected to public transportation. If you are looking for a personal challenge in the booming field of audio and digital media, please send your application with salary expectations and potential start date to Rosemarie Mohr: join@davidsystems.com