



**HELLO,
WE'RE HIRING!**

HERE'S YOUR CHANCE TO SHINE:

ONLINE MARKETING MANAGER FULL-TIME - IMMEDIATE AVAILABILITY



ABOUT PAJ

PAJ is one of the leading manufacturers, distributors and consultants in the field of GPS tracking, with its headquarters in Windeck/Germany and an international team in Spain, India and the USA. We offer GPS trackers for almost every application

PAJ is a very dynamic and growing company with many cmany creative and committed minds, inside and outside Germany

An open communication culture and great personalities make us who we are. If you love variety and challenges, then you belong with us!

THE SPECIALS

Dynamic & flat hierarchies in a familiar and warm environment

Your voice counts: You can play an active role in shaping PAJ

Varied daily work with constantly new challenges and growing responsibility

Stay healthy: We take care of your sports subscription

We support your studies/training with outstanding performance



THE JOB THE INDIVIDUAL

Drive the expansion of our existing market and explore new marketing channels

Manage and maintain our social media presence, build relationships with partners and proactively acquire influencers

Take charge of planning, executing and analyzing Paid & Social Ads

Identify, conceptualize, and implement performance-improving measures along customer journeys and campaign funnels for websites and all online marketing campaigns

Lead the continuous, user-centric, and competitive development of our online shop systems and maintain interfaces with ERP and CRM systems

Coordinate the conception and technical implementation of A/B tests for our websites

Ensure meticulous compliance and analysis of performance metrics, driving specific optimization measures

Independently create text and layout proposals for marketing campaigns in collaboration with the graphic department

You ensure the continuous development and performance of your team with full enthusiasm and action competence and take responsibility for your own projects

Thrive on creative and operational challenges, driving you to excel

Successfully completed studies in Communication, Marketing, Media, or a comparable background

Open-minded, sociable and a positive mindset

Previous experience in Social Advertising

Strong, seasoned understanding of digital channels, social media platforms and their users

Adept at combining different online marketing types and channels

Devote time to staying up-to-date, seeking innovations, analysing competitors and implementing targeted strategies and trends

Proficient in Performance Marketing Tools (e.g., Facebook Business Manager, Google Ads, Bing Ads, etc.)

Effortlessly craft compelling technical stories through storytelling, with a fluent and error-free writing style

Continuously seek the right approaches to optimize outcomes



Do you want to join our marketing team and keep improving with and for us? As unique as you, are our opportunities to grow together. We invite you to discover a world where your talent will find a home. Send us your detailed application with salary expectations by e-mail (summarised and as a PDF document) to bewerbung@paj-gps.de.

If you have any questions, please contact our recruiting team by e-mail or by telephone on +49 2292 939 95 54.