



Connecting
your world.

OFFEN
FÜR **MEHR** MIT
MAGENTA.



B2C Senior Market Manager (f/m/d) Portfolio & Pricing

Vienna | asap | Part-time / full-time | unbefristet

We are Magenta

Magenta Telekom is a leading provider of internet, mobile communications, entertainment and business solutions in Austria. The company counts around 2,200 employees and is part of the Deutsche Telekom Group.

Your Team

As part of the Consumer Tribe Portfolio & Go-to-Market (G2M), the team defines the strategic direction for our B2C core products (mobile, broadband, and TV) and their market positioning. Tariff portfolios and campaigns are designed, coordinated, and implemented while considering market competition and the impact on our existing customer base. The goal is to best serve Austrian households and drive growth across all segments.

- Develop and implement the marketing and pricing strategy for our core consumer products (mobile, broadband, TV), including product design, positioning, and portfolio management to drive sustainable growth
- Design and execute promotions and seasonal campaigns (ATL & BTL) based on market research, competitive analysis, and feedback from sales and partners, translating insights into concrete portfolio and frontbook proposals
- Plan, forecast, and analyze campaign and portfolio performance, assess P&L and revenue impact in close collaboration with controlling, and continuously monitor competitor activities to derive strategic actions

- You have several years of experience in marketing, product, or project management – ideally within the telecommunications industry.
- You work analytically and with a strong customer focus, and you stand out through

your open mindset and excellent communication skills.

- You are fluent in German and have very good English skills to collaborate effectively in an international environment.

At Magenta, we believe in diverse employees and live equal opportunities. We welcome all applications regardless of cultural and social background, age, gender, nationality, religion, disability or sexual orientation. Magenta connects all people.



„Kunde ist König“
ist unser
Versprechen.



Wir wollen
gemeinsam
gewinnen.



Du kannst
dich auf mich
verlassen.



Wir dürfen das
und machen's
einfach.



Kein Bullshit Bingo -
wir sagen was
Sache ist.



Wir nehmen's
mit
Humor.

I ♥ Magenta

That sounds good to you?
THEN WE MIGHT BE THE RIGHT ONES FOR YOU.

We are Magenta, you too?



Alexander Pfemeter

+43 676 8200 5401

According to the collective agreement for the telecommunications industry, this position carries a minimum gross monthly salary of €3.206,64 based on full-time employment (38.5 hours per week). We will discuss your actual salary with you in person, taking into account your individual qualifications and professional experience. You can expect an attractive offer that exceeds the minimum stipulated by the agreement.

You want to find out more about us? Get a glimpse of our **Magenta World**.

[Apply now!](#)