

OFFEN
FÜR **MEHR** MIT
MAGENTA.



Senior Social Media Marketing Manager (m/f/d) IoT

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

Deutsche Telekom IoT GmbH helps businesses around the world digitalise products, processes and business models through Internet of Things solutions. From global connectivity and connected mobility to smart buildings, healthcare, utilities and industrial IoT, we operate in a highly international B2B technology environment.

We are looking for a senior digital marketing professional who can take ownership of our social media presence, AI-driven content development, social selling activities and international storytelling across relevant digital platforms.

- Lead and continuously develop Deutsche Telekom IoT's global social media presence across LinkedIn, YouTube and relevant B2B platforms
- Define, execute and achieve social media strategies and performance goals aligned with business objectives
- Own and further develop the Social Selling Program while enabling sales and expert teams to communicate effectively on social media
- Create, edit and coordinate IoT content formats, including posts, articles, videos, carousels, case studies and thought leadership pieces
- Translate complex IoT topics into clear, engaging and business-relevant storytelling for international B2B audiences
- Drive AI-powered content creation, localisation, repurposing, research and performance optimisation using modern AI tools
- Lead GEO initiatives by creating discoverable, interpretable and citable content for generative AI platforms such as ChatGPT, Gemini and Perplexity

- Monitor, evaluate and leverage platform developments and emerging opportunities across LinkedIn, YouTube, TikTok, Reddit, WeChat and other digital communities
 - Understand Reddit, YouTube and WeChat not as niche platforms, but as relevant ecosystems for community insights, content discovery, brand perception and international audience engagement
 - Support the cultural adaptation of content for different regions, including European markets and China-related communication contexts
 - Analyse content and social media performance, derive recommendations and continuously improve reach, engagement, relevance and lead contribution
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- Do you have several years of experience in digital marketing, social media management, content marketing or product marketing, ideally in a B2B technology environment?
 - Do you have proven experience in managing corporate social media channels and developing platform-specific content strategies as well as experience with social selling, employee advocacy or sales enablement initiatives?
 - Do you have strong editorial skills and experience creating, managing, and optimizing thought leadership and channel-specific content?
 - Do you have a solid understanding of IoT connectivity or comparable digitalization technologies and can you translate complex technical topics into engaging content for business audiences?
 - Do you have hands-on experience using AI tools for marketing, content creation, research, localization, automation and performance optimization?
 - Are you familiar with AI search, generative engines (GEO) and the evolving role of content visibility in AI-driven environments?
 - Do you have experience working with key social media platforms such as LinkedIn, YouTube, TikTok, Reddit and WeChat?
 - Are you proficient in marketing and content tools such as Microsoft Office, LinkedIn Campaign Manager, LinkedIn Sales Navigator, YouTube Studio, Canva, Adobe Creative Suite, HeyGen, AI tools and analytics platforms?
 - Do you have excellent English skills as well as good German Skills?

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?



Anika Böhm

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This position carries a minimum gross monthly salary of €3.590,- based on full-time employment (40 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!