



Campaign Manager (f/m/d) B2C

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

The Tribe Value Management & Analytics Tribe leverages data-driven insights, personalized campaigns, and strategic pricing to continuously increase the lifetime value of our existing B2C customers – strengthening customer loyalty, reducing churn, and driving Magenta's growth.

- Design and execute personalized B2C campaigns for upsell, cross-sell, retention, and win-back initiatives using data-driven segmentation
 - Develop smart content and contact strategies to boost campaign performance and customer engagement
 - Partner with data analysts to refine targeting and improve results through predictive modeling
 - Track key KPIs like conversion and ROI, and turn insights into clear actions for campaign optimization
 - Ensure flawless execution across all customer touchpoints and align campaigns with brand, product, and sales goals
-
- You professional experience in marketing and are skilled in Multi-Channel & Omnichannel Marketing?
 - You are experienced with Process,- & Projectmanagement and bring advanced knowledge in marketing technologies and agile methods?
 - You communicate clearly, work collaboratively in teams, and take ownership of your results with a strong analytical mindset in German & English?

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.



Food voucher



Flexible working hours



Learning offers



Homeoffice



Flexible working hours



Job ticket



Canteen on site



Public transport

We are Magenta, you too?



Alexander Pfemeter

+43 676 8200 5401

We will still talk about that later, but you should know: depending on your qualifications, your experience and your commitment we offer an attractive, market compliant salary of at least EUR 52.000 per year.

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

Apply now!