

"At Diehl, we combine tradition with innovation to provide **sustainable solutions** for our customers."

MAKE IT WORK SMARTER



Marketing Communication Manager (m/f/d)

These are your tasks:

- Manage and optimize Salesforce Marketing Cloud, including automations, customer journeys and lead nurturing.
- Plan and execute email marketing, newsletters and lead generation campaigns supporting Corporate Communications and Regional Marketing Managers.
- Monitor campaign performance, KPIs and dashboards to improve lead quality, conversion and marketing ROI.
- Coordinate Marketing Cloud processes, integrations and enhancements with Sales, IT and external partners.
- Ensure CRM data quality, GDPR compliance and marketing governance while supporting users with best practices and training.

Who we are looking for:

- Degree in Marketing, Business, Digital Marketing or a related field.
- Several years of experience in marketing automation, CRM or digital marketing in an international B2B environment.
- Hands-on experience with Salesforce Marketing Cloud Account Engagement (Pardot), Salesforce CRM or similar platforms.
- Strong analytical skills with experience in campaign reporting, KPIs and marketing performance optimization.
- Fluent in English (additional language skills, e.g. French/German are a plus).

Work location: Nuremberg or Ansbach

Job Level: Professional

Working mode: Hybrid working

Working time: Full time

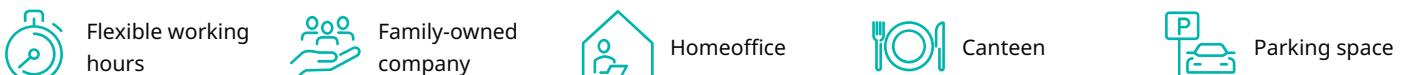
Employment contract: 31.12.2027

Division: Diehl Metering

Start: 01.11.2026

Note: Applicants (m/f/d) with a severe disability will be given preferential treatment if they are equally qualified. If you wish, please indicate your SB status in your application on a voluntary basis.

These are your potential benefits



Achieve what matters, with Diehl.



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