



Welcome to **NEURA Robotics**, the innovator of the robotics world. Our goal is to equip collaborative robots with groundbreaking cognitive capabilities to enable safe and intuitive collaboration with humans. Under the leadership of founder David Reger, we have spent the first years of **NEURA Robotics** laying the foundations for humans and robots to work hand in hand.

"We serve humanity" is not just a motto, but our mission. Become part of our ambitious, international company and shape the future of robotics with us.

Welcome to **NEURA Robotics** - where innovation meets team spirit.

Your mission & challenges

We are looking for a dedicated Online Marketing Manager (Human) to optimize our digital presence and take our online activities to the next level. As an Online Marketing Manager, you will play a central role in shaping our website, enhancing our digital channels, and driving measurable results in traffic, leads, and conversions. Your core responsibilities include:

- **Ownership and development of the company website (WordPress):** You will manage, maintain, and continuously enhance our website, working both independently and in coordination with external service providers. You will be responsible for the conception, structure, content, and technical optimization of current and future website versions.
- **SEO optimization:** Plan and implement on-page and off-page SEO strategies to increase organic visibility and drive targeted traffic to our website. Monitor performance and continuously identify improvement opportunities.

- **Newsletter management:** Create, segment, and optimize email campaigns to strengthen customer loyalty and drive product sales. Measure performance metrics such as open rates, click rates, and conversion, and use these insights to refine campaigns.
- **Marketing automation:** Own the marketing side of our CRM, including the design of lead nurturing workflows and lead scoring models.
- **Digital campaign management:** Design and implement SEA campaigns (e.g., Google Ads) as well as social media advertising campaigns (Instagram/LinkedIn Ads) to increase visibility, traffic, and leads in close alignment with the social media manager.
- **Collaboration and coordination:** Work closely with the sales team, and external agencies to ensure consistent and effective execution of all digital marketing activities.
- **Performance measurement and analysis:** Track, report, and analyze the success of online marketing measures, deriving actionable insights to continuously improve online marketing efforts.

What we can look forward to

- At least 3 years' experience in technical online marketing or a comparable role.
- Experience with Google Ads, email marketing, WordPress, and hands-on experience with a major marketing automation platform.
- Strong technical affinity, market knowledge, and enthusiasm for robotics, AI, and automation.
- A strategic approach to AI in marketing, including Generative Search Optimization (GSO/SGE) and leveraging AI tools for personalization and campaign efficiency.
- You are a self-starter with a hands-on mentality, enjoy taking ownership of projects, and are motivated to turn ideas into concrete solutions.
- You are characterized by an analytical mindset and the ability to interpret data to make informed decisions.
- Structured, solution-oriented working style, combined with creativity and the drive to constantly discover and apply new trends.
- Very good German and English skills and experience in addressing customers in a target group-oriented manner.
- Very good knowledge of GDPR and data management.

What you can look forward to

- Become part of a young, dynamic, and international team where your ideas and initiative are valued.

- Work in an agile company with flat hierarchies, allowing you to take ownership, actively shape projects, and make a real impact.
- Opportunities to grow and develop: continuously expand your skills, take on new challenges, and help shape the future of our digital presence.
- Enjoy an attractive salary, flexible working hours, and 30 days of vacation.
- The freedom to implement your own ideas, experiment, and drive initiatives forward.
- Celebrate successes together with team and company events.
- Benefit from our corporate perks and benefits program.
- And, of course, enjoy working with motivated and supportive colleagues who make the day-to-day enjoyable.

Apply

We are looking forward to meeting you and shaping the future of robotics together. Are you in?

Couldn't find a suitable position? Please send us an unsolicited application.

We are always looking for passionate tech enthusiasts to help us revolutionize the world of robotics!

