Digital Marketing Manager (f/m/d)

Location: Vienna, Austria **Full-Time Employment**

About Global Rail Trust

Global Rail Trust is a young but fast-growing company working in different domains of international Railway Infrastructure Management. Our focus is on bringing new technology and digitalisation to the railway industry in order to support the optimization of the railway asset management.

Our Vision

We want to passionately contribute to the success of the railway system. Our mission is to ensure the solid and professional set-up and growth of the railways as the most sustainable and environmentally friendly transport system. We are excited to be part of this system.

Your role as Digital Marketing Manager

- To create the Global Rail Group's internal and external communication campaigns for all channels
- You will create and manage the content plan and will be responsible for the digital corporate channels (blog, newsletter, LinkedIn, Xing - in the future also other channels)
- You are both a curator and a creator in one person, and therefore responsible for the conception, creation and posting of the contributions (in coordination with the Head of Marketing and all teams of the Global Rail Group)
- You will act as an internal expert for social media, create the basis for a sustainable growth and be responsible for the customer-oriented digital marketing through efficient processes, appropriate structures and suitable tools
- You write posts independently and also like to take the appropriate photos or short video clips for them when the opportunity arises

Your profile

- You have completed a degree or comparable training with a focus on media management or marketing
- You have at least 4 years of experience in social media management, ideally in an international B2B environment, or have celebrated success as an individual, such as via a start-up in channel building
- You bring experience in content creation (Canva, Mailchimp, photo/video editing basics, etc.)
- Personally, you are characterized by a strong motivation for action and service orientation
- You understand how to present complex and partly technical contexts in a comprehensible way
- You have a high level of initiative and are used to working independently
- Excellent knowledge of English, and other languages are of great advantage

Our offer

- With us you will be part of a global, rapidly growing team within a global system house in the railway sector, which stands for new and innovative ways in the area of optimizing the railway track
- With us you will receive a competitive market-compatible gross salary which will be adapted according to your qualification and relevant experience
- A bonus package will also be offered
- With us you can help shape your career, meet short decision-making paths, a tolerant and open community that values your performance and takes your personal needs into account

What to expect from Global Rail Trust

- We believe that we can only evolve and thrive as a company with a highly diverse mix of employees and by ensuring a healthy work-life balance
- We have a strong culture of collaboration where Team Spirit, Accountability, Passion, Pioneering Spirit and Performance are key
- We will encourage you to take on new responsibilities, work across different functions, become involved in new projects, as well as completing international assignments
- In return, we have hybrid working option (headquarters, home office) excellent development programs that will help you achieve your career goals and reach your potential.

If you are passionate about contributing to the success of the railways system, send your application to career@globalrailtrust.com

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