

At sera, we move more – together. With more than 300 colleagues across seven companies, we are an international group of companies developing technical solutions for demanding applications. We combine the strengths of a well-established company with the dynamics of an international working environment. At sera, you can contribute your ideas, take responsibility and actively shape the way we work. A modern workplace, short decision-making processes and open, collaborative teamwork are part of our everyday working culture.

We are looking for a new team member to join us at the earliest possible date:

AI & GROWTH MARKETING MANAGER (M/F/D)

AI Automation · SEO & GEO · B2B Digital Growth

Do you combine digital marketing expertise with AI and technical curiosity? At sera, you will develop smart solutions that simplify processes, strengthen our international visibility and generate qualified business enquiries.

YOUR TASKS

- Design, test and scale data-driven growth experiments to increase qualified traffic, conversions and business opportunities
- Develop AI-powered workflows and agents to automate marketing processes
- Advance our international SEO strategy and visibility in AI-powered search and answer engines (GEO)
- Identify and develop digital sales channels, including B2B marketplaces and industry portals
- Optimise landing pages and digital customer journeys to generate qualified enquiries
- Connect marketing tools, data sources and AI applications, and build automated reports
- Collaborate closely with Marketing, Sales, Product Management and IT

YOUR PROFILE

You have experience in digital marketing, SEO or marketing technology and have already worked with generative AI and automation tools such as n8n or Make. You understand web analytics and conversion optimisation and can translate data into practical improvements.

Experience with AI agents, APIs, TYPO3 or industrial B2B marketing is an advantage. You work independently, think analytically and turn ideas into working solutions. Very good English and good German language skills complete your profile.

WHAT WE OFFER

- An opportunity to grow within a supportive and innovative team
- A competitive salary, aligned with industry standards
- Career progression opportunities for individuals with ambition and drive
- A challenging yet rewarding role in a globally recognized company

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We look forward to receiving your application, including your salary expectations and earliest possible starting date. Feel free to share an AI workflow, automation project or marketing initiative you have implemented.

HOW TO APPLY

Please send your CV and a brief cover letter highlighting your suitability for the role to:

Contact:
Jasmin Katrina, phone: +49 5673 999-00
Personal@sera-web.com

Please also include the job title in the subject line.
We look forward to welcoming you to the sera family!

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