



# Senior Automation Manager / CRM Specialist

Vollzeit, 1010 Wien

We are durchblicker.at, Austria's largest price comparison platform. Through our services, we bring transparency to the often confusing world of insurance plans, energy tariffs, mobile phone contracts, and banking products. In addition to providing our online platform, we also offer comprehensive consulting services as an independent broker.

Currently we are seeking a CRM & Marketing Automation Specialist to lead our customer data platform, email marketing automation, and emerging B2B marketing initiatives. You'll be the DRI (Directly Responsible Individual) for CRM operations, reporting directly to the CMO, and working closely with our data analytics, brand, and performance marketing teams.

## Core responsibilities:



### Primary: CRM & Email Marketing (60%)

Own and scale our Salesforce and Marketing Cloud ecosystem, including CRM architecture, data quality, automation workflows, integrations, and performance-driven email marketing campaigns focused on personalization, conversion, and lifecycle optimization.



### Secondary: B2B Marketing Support & Enablement (25%)

Support the development of B2B marketing initiatives through audience segmentation, lead management processes, sales handoff optimization, and creation of sales enablement materials together with Product and Brand teams.



### Growth & Optimization (15%)

Drive continuous CRM and marketing automation improvement through testing, AI-driven optimization, scalable processes, and integration management across the broader marketing technology stack.

## Key requirements:



5+ years in CRM & Email Marketing Operations with Salesforce and Marketing Cloud



Strong Salesforce and Marketing Cloud expertise (automation, reporting, journeys, integrations)



Solid understanding of email marketing, segmentation, and campaign optimization



Comfortable with SQL and data analysis



Data-driven, hands-on mindset with strong ownership and a holistic understanding of CRM and the broader marketing ecosystem



Very good German and English communication skills

## Nice to Have



Experience with Looker Studio or Tableau



Basic Python or JavaScript skills



Familiarity with HubSpot and CRM migrations

- ✔ Knowledge of event-based and multi-channel automation (email, push, SMS)

## Our benefits:

- ✔ The opportunity to shape processes, contribute ideas, and make an impact
- ✔ Flat hierarchies, direct communication, and fast decision-making
- ✔ A motivated and supportive team with a positive work environment and regular team events
- ✔ Flexible working conditions including 2 home office days per week, flexible hours, and a 6th week of vacation
- ✔ Attractive benefits such as an annual Wiener Linien pass, lunch subsidy, haelsi membership, and more

Interested? We look forward to receiving your application, including your CV.

For legal reasons, we are required to state the minimum salary according to the Austrian collective agreement for commerce, which is currently EUR 33,068 gross per year. However, we offer an attractive compensation package starting at EUR 50,000 gross per year, depending on your experience and qualifications.

[Jetzt bewerben](#)



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Wir freuen uns auf dich!