



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSME). We are active in Southeastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success.

For our Group Marketing team at ProCredit Holding in Frankfurt am Main, we are seeking a motivated

Senior Marketing Analyst (m/f/d)

This position is based in Frankfurt am Main at ProCredit Holding, the listed parent company of our banking group.

Your role in our team:

As part of the Group Marketing team at ProCredit Holding, you will play a central role in advancing our group-wide marketing approach through strong analytical thinking and performance steering. You will act as a strategic interface between Marketing and Data & Analytics, translating our marketing strategy into measurable goals, relevant KPIs, and operational requirements – while also supporting the countries in evaluating and optimizing local marketing initiatives. More specifically, you will have key responsibilities and duties, such as the following:

- Translate the overarching marketing strategy into operational objectives and corresponding marketing KPIs for performance tracking
- Collaborate closely with the Group Data & Analytics team (define marketing requirements, specify data needs and processing logics)
- Cooperate with market research agencies to meet informational needs related to customers and competitors
- Prepare and interpret analytical results for Group Marketing, including deriving actionable recommendations
- Evaluate local implementation across countries, identify areas for improvement, and advise country marketing teams accordingly
- Promote a data-driven working culture across the international marketing community
- Contribute marketing-specific perspectives to digital performance measurement, customer journeys, and channel optimization

What we expect:

- Several years of experience in marketing analytics, marketing controlling, or strategic marketing
- Strong understanding of the link between marketing goals, data analysis, and operational execution
- Proven experience working with Data & Analytics teams; ability to formulate precise requirements and interpret insights from a marketing perspective
- Confident handling of KPIs, performance dashboards, and relevant analytics tools
- Solid digital expertise, including experience with digital marketing metrics, marketing automation tools, and web analytics platforms (e.g. Google Analytics, HubSpot, Adobe Analytics)
- Structured and proactive working style, with the ability to provide guidance and collaborate across multiple countries and cultures
- Fluency in English; additional languages are an asset

What you can expect

- A challenging and diverse role with international exposure
- Room for initiative and innovation in shaping the way we steer and measure marketing
- A value-driven working environment focused on sustainability, transparency, and long-term development
- A pleasant and open working atmosphere and an international team
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Great location in the Bockenheim district of Frankfurt am Main
- Company pension scheme
- Deutschland Ticket (country-wide transportation pass valid on regional trams, busses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

jobs-marketing@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com



ProCredit
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