ProCredit. We are an international group of development-oriented commercial banks serving micro, small, and medium enterprises (MSMEs) as well as private individuals. Active in Southeastern and Eastern Europe, South America, and Germany, our mission is to combine high developmental impact with sustainable economic success.

At the same time, we are a fast-growing digital retail bank transforming the way customers transact, save, spend, borrow, and manage their money. With customer-first innovation and seamless digital experiences, we are building the next generation of financial services.

To accelerate our growth, we are looking for an exceptional

Head of Marketing (m/f/d)

to lead brand, growth, and customer engagement across all channels.

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

The Head of Marketing (m/f/d) will own the full marketing strategy and execution for the mobile first retail bank. This leader will drive brand positioning, customer acquisition, data-led campaigns, and digital engagement while collaborating with product, analytics, sales, and customer experience teams. You will scale our user growth and build a trusted, modern retail banking brand.

Your role in our team:

- Develop and lead the end-to-end marketing strategy for the digital bank, covering awareness, acquisition, engagement, loyalty, and retention
- Develop and lead the marketing function governance framework
- Own brand positioning, digital campaigns, media strategy, and creative direction
- Drive customer growth across digital channels: paid media, social, SEO/SEM, influencer, partnerships, and performance marketing
- Lead data-driven customer segmentation, personalization, and lifecycle marketing
- Launch marketing for new products: payments, cards, lending, savings, and super-app features
- Work closely with Digital Product, Analytics, Risk, Sales, and Customer Experience to align marketing initiatives with business goals
- Manage marketing budget and optimize spending to maximize ROI, CAC/LTV performance, and conversion funnels
- Lead and develop a high-performing marketing team (digital + creative + analytics)
- Oversee brand governance and ensure consistent messaging across all touchpoints
- Strong experience in scoping and creating KPIs and metrics and developing metrics dashboards
- Demonstrated expertise in developing and implementing planning processes; able to scope, template and “prioritize” tasks and process for a network of subsidiary banks, and drive to simple and clear output
- Monitor competitor landscape, customer trends, and emerging digital marketing technologies

What we expect:

- Bachelor’s degree required; MBA or related postgraduate qualification is a plus
- Minimum 5+ years of marketing experience, including 2+ years in a leadership role
- Proven experience in digital banking, fintech, telecom, e-commerce, or technology-driven consumer businesses
- Track record of driving digital customer acquisition and growth at scale
- Strong understanding of performance marketing, martech, analytics, and campaign automation
- Creative mindset with strong commercial acumen and data-driven decision-making
- Excellent leadership, communication, and stakeholder management skills
- Ability to work in a fast-paced, innovative, and highly competitive environment
- Experience in Eastern European or Southeastern European Markets

What you can expect

- Competitive salary package, relocation support
- Opportunity to shape the future of digital banking in Southeastern Europe and Eastern Europe
- High-impact leadership role with visibility to executive leadership
- A culture of creativity, innovation, customer obsession, and continuous learning
- Part of a multinational and multicultural team

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

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