



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSMEs). We are active in South Eastern 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, the listed parent company of our banking group, we are seeking a motivated

Digital Marketing Lead (m/f/d)

This position is based in Frankfurt am Main.

Your role in our team:

As part of the Group Marketing team at ProCredit Holding, you will play a key driving role in building digital marketing capacity across the ProCredit group. You will be the key person in charge of shaping and owning the execution of a comprehensive, user-centric and client-centric data-driven digital first marketing strategy for the group. The position provides capabilities and resources to support the group’s strategic goals, contributes to driving measurable customer growth both in B2B and retail segments, and develops robust and resilient digital marketing campaign blueprints to ensure consistent digital marketing and content campaign performance across all markets. A central responsibility of the Digital Marketing Lead will be to develop, own and lead a fully integrated digital marketing campaign, measurement, and follow-up strategy for the group, covering multiple touchpoints and phases of the customer journey.

More specifically, you will have the following key responsibilities and duties:

- Drive traffic and conversions across websites, apps, CRM, and call centres, optimising the full acquisition journey
- Consult, plan and execute multi-country PPC strategies within Google and beyond
- Audit, set up, and continuously optimise paid media, funnels, and landing pages using scalable frameworks
- Monitor KPI performance and build reports
- Conduct SEO/AEO/GEO/ASO, competitor, and market research to identify growth opportunities; ensure assets are optimised and on-brand
- Collaborate with design, local teams, and vendors to deliver results
- Maintain clear documentation and knowledge bases for consistency and scalability

What we expect:

- Minimum 3-5 years in digital marketing, growth, performance marketing, or B2C acquisition
- Demonstrated skills in setup, continuous optimisation, and improvement of paid media and PPC activities
- Experience with analytics, UX, and marketing tools such as GA4, Semrush, Similarweb, Hotjar, HubSpot, or similar
- Ability to manage multiple workstreams, keeping the focus on performance, and commitment to continuous improvement and rapid experimentation
- Certifications in digital marketing are an advantage
- Academic background in marketing or another business-related field is an advantage
- Fluency in English; additional European language is a plus

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 values-driven working environment focused on sustainability, transparency, and long-term development
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Attractive location in the Bockenheimer district of Frankfurt am Main
- Possibility to work remotely 100 days per year
- Company pension scheme
- Deutschlandticket (country-wide transportation pass valid on regional trams, buses 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

