De Gruyter Brill is a global leader in scholarly publishing in the humanities and beyond. Combining a rich heritage dating back to 1683 with a forward-looking mindset, our mission is to publish and curate indispensable research that breaks boundaries, builds new bonds, and shapes a better future. Join our diverse and passionate team of over 600 colleagues around the world – and help us shape the future of scholarly communications.

For more information, visit ***degruyterbrill.com***.

Marketing Manager DACH (f/m/d)

Berlin | Part-Time (75%) | December 1, 2026

This is a temporary part-time position (28 hrs/week) to cover a leave from December 2026 up until November 2027.

As the Marketing Manager DACH, you will be responsible for developing and executing demand generation strategies within the region to ultimately drive customer growth. The primary focus of this role is to generate and nurture high-quality leads that directly feed the pipeline for the institutional sales team to convert. Reporting to the Head of Institutional Marketing, the role serves as a critical link between marketing strategy and sales enablement, ensuring campaign activity aligns directly with commercial revenue targets.

Your tasks

- Delivers sustainable implementation of integrated, omnichannel marketing campaigns for the region.
- Develops new, innovative marketing concepts and campaign components by optimizing regional impacts.
- Collaborates closely with international colleagues in Marketing, Regional Sales Directors, Sales Managers, and Corporate Strategy to drive opportunities directly into the sales pipeline.

Your profile

- Bachelor’s or Master’s degree in Marketing, Business, Communications, or a related field.
- Proven experience in B2B marketing, specifically within institutional publishing, higher education, academic technology, or an equivalent corporate setting.
- A proven track record of executing measurable, data-driven lead-generation initiatives that successfully fuel a direct sales pipeline and

- Equips the sales team with targeted enablement tools, including pitch decks, product sheets, case studies, and user toolkits to drive renewal and new-business cycles.
- Maintains deep knowledge of competitor positioning, library budget trends, and shifting institutional purchasing models.
- Organizes and executes regional field marketing initiatives, ensuring strong brand presence at key local library conferences and industry events.
- Reviews and reports on campaign KPIs—such as conversion rates, cost per lead, and marketing-attributed revenue—directly to the Head of Institutional Marketing to inform global pipeline tracking.

contribute to revenue uplift in the DACH region.

- Proficiency with marketing automation platforms and CRM systems, with a strong preference for Salesforce and Marketing Cloud.
- Full professional fluency in English and German. Excellent written and verbal communication skills are essential for forming strong stakeholder relationships.
- Strong analytical skills with the ability to interpret campaign data, make data-driven decisions, and translate metrics into actionable commercial strategies.
- A results-driven, entrepreneurial approach focused on ROI, pipeline health, and revenue generation.

We offer you

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Family-friendly working time models, flexitime, and flexible home office arrangements to support a healthy work-life balance, alongside a substantial vacation allowance and additional special leave days
- Extensive benefits and allowances for a healthy, balanced life
- Development budget and opportunities for training and personal development
- Passionate colleagues in diverse, international teams; joint team events and company parties

At De Gruyter Brill, we are dedicated to diversity, equal opportunity, and building an inclusive culture where everyone belongs. We believe in individual potential, so please apply even if you don’t meet every requirement—passion and a willingness to learn matter as much as qualifications. We look forward to hearing from you!

Takka Bartels
People + Culture Business Partner
De Gruyter Brill

Apply Now!