



Marketing Operations Specialist

For more than 25 years, Ingentis has been offering smart software solutions for the HR space. Our core product Ingentis org.manager is the worldwide market-leading solution for organizational charting and HR data visualization. It is being used by more than 1,800 of the largest organizations worldwide and integrated into leading HCM solutions such as Oracle HCM, SAP HCM, SuccessFactors, and many more.

At Ingentis Inc, you will be part of a dynamic, growing, and remote-friendly team with a startup mentality. We take pride in providing a diverse work environment where everyone counts and has the support to grow as a person and as a professional. Our core values are trust, reliability, honesty, and we value relationships and gaining the trust of customers over short-term business results.

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Your key responsibilities

- Execute campaigns and programs that drive measurable pipeline, engagement, and revenue impact
- Translate marketing plans into structured, trackable, and high-performing initiatives
- Continuously optimize campaign performance based on data, insights, and outcomes
- Build and maintain a clean, reliable data foundation across marketing and sales systems (e.g., HubSpot, Salesforce)
- Improve data quality, segmentation, and targeting to increase conversion rates and efficiency

- Provide clear visibility into marketing performance, pipeline contribution, and key insights
- Ensure events and partner programs are planned and executed effectively to generate, capture, and convert demand
- Drive strong follow-up processes and identify execution gaps to improve overall pipeline impact

Your Profile

- Strong communicator able to collaborate across teams and geographies (especially US-Germany)
- Highly organized and able to manage complexity while maintaining execution speed
- Proactive, hands-on operator who identifies issues early and drives solutions independently
- Outcome-oriented mindset with a strong focus on measurable results and impact
- Experience with marketing and CRM systems such as HubSpot and Salesforce
- Comfortable working with data, performance metrics, and attribution models
- Experience in HR tech / HCM or selling into HR organizations is a strong plus
- Understanding of HR buying processes and familiarity with platforms like Workday, SAP SuccessFactors, or UKG; OKR experience is a plus

What we offer

- Remote friendly (80% office/ 20% remote)
- Health, dental, and vision insurance
- 401k
- Collaborative and innovative team culture
- Flexible working time
- Modern office spaces
- Complimentary drinks and snacks
- Joint company events

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If you have any questions you can contact our Recruiter Marcel Aflatoon on LinkedIn:
www.linkedin.com/in/marcel-aflatoon-81a9b8173

Feel free to visit our website to learn more about us: www.ingentis.com