

Job Title: Sales & Marketing Specialist

Location: Munich or Remote

Employment Type: Full-time

About OpenCampus GmbH

Headquartered in Munich, Germany, OpenCampus is a fast-growing software company that is putting educational institutions back in control of their technology by enabling them to design, manage, and automate every digital workflow across campus within a single no-code system.

Built on Drupal and equipped with a drag and drop workflow modeler that integrates leading AI models directly into processes, OpenCampus offers institutions a modern, flexible campus management solution that today powers the core operations at more than one hundred universities across Europe, including Technical University of Munich (TUM), Ludwig-Maximilians-Universität (LMU), King's College London (KCL) and the Max Planck Society, and supports over **one million users worldwide**.

OpenCampus' success is driven by a our young, international and highly motivated team. You can expect an open-minded culture, flat hierarchies and a professional environment to achieve our team goal of constantly driving innovation and improving our products and services for our customers.

Key Responsibilities

Pre-Sales & Lead Generation

- Identify, research, and prospect new business leads.
- Manage leads and conversion activities from initial contact to closed deals.
- Maintain and optimize the sales pipeline using HubSpot CRM.

Marketing & Brand Growth

- Manage OpenCampus LinkedIn and other social media channels to boost engagement and brand visibility.
- Create and publish fresh, relevant content for the company website.
- Develop marketing materials such as brochures, presentations, and digital assets.

Client Relationship Management

- Provide post-sales client support to ensure satisfaction and retention.
- Identify upselling opportunities and nurture long-term client relationships.
- Gather and write compelling case studies and client testimonials.

Content & Campaign Development

- Collaborate with the team to design and implement targeted marketing campaigns.
 - Track and analyze campaign performance to refine strategies.
-

Requirements

- Proven experience in sales, marketing, or a related role (B2B SaaS or education technology experience is a plus).
 - Strong understanding of CRM tools (preferably HubSpot) and sales pipeline management.
 - Excellent written and verbal communication skills.
 - Creative mindset with the ability to produce engaging marketing content.
 - Proficiency in managing corporate social media accounts.
 - Self-driven, proactive, and results-oriented.
-

What We Offer

- Opportunity to work in a growing, forward-thinking company shaping the future of education technology.
 - Collaborative, international, and dynamic work environment.
 - Competitive compensation package.
 - Flexible working arrangements.
-

If you're passionate about driving business growth, building meaningful client relationships, and creating impactful marketing strategies, we'd love to hear from you!



How to Apply: Send your CV and a brief cover letter to jobs@opencampus.com