

This is us. WBS GRUPPE.

WBS GRUPPE is a leading provider of online further education and retraining. With our five strong brands, we are an active player in the market, both nationally and internationally - with great knowledge and a lot of heart. We rely on digital learning and teaching formats designed to strengthen individual competencies and personal responsibility. In this way, we sustainably increase our customers' career prospects and support companies in training their employees.

Our services include subsidised vocational training and retraining (WBS TRAINING), in-service training (WBS AKADEMIE), professional programs in the fields of health, nursing and social services (WBS SCHOOL), boot camps for software developers (WBS CODING SCHOOL) and placement of trainees and professionals from abroad (WBS RECRUITING INTERNATIONAL).

WBS GRUPPE is a certified training partner of SAP, Microsoft, DATEV and LEXWARE and currently employs over 1,600 people.

LEAD INSTRUCTOR MARKETING TECHNOLOGY (M/F/D)



REMOTE



INDIVIDUAL START TIME



FULL-TIME

Your tasks

Do you want to shape the tech talents of tomorrow? Join us at WBS CODING SCHOOL - Europe's leading hybrid coding school!

As Lead Instructor - Marketing Technology of WBS CODING SCHOOL, you are responsible for the learning success and experience of our students. In our 15-week Marketing Technology program, you will teach online for 12 weeks and then meet your students for the last 3 weeks at our Coding Campus in Berlin. You will run regular workshops for our participants and support them in the event of challenges.

- You are responsible for conducting workshops, lectures and other learning events (lessons take place 9:00 am- 6:00 pm, Mon - Fr.)
- You motivate our participants and coach them according to their needs.
- Together with our Product Lead and our instructor team, you will continue to develop our curriculum to ensure the continuous improvement of our courses.

Your strengths

- You have at least 2 years of practical experience in the field of marketing technology e.g. as a Technical Marketer, Web Analyst, Tracking Expert or Digital Marketing Manager with a strong focus on the technical marketing aspects.
- You have worked with at least 3 of these tool categories:
 - Tag Management Systems (e. g. Google Tag Manager)
 - Web Analysis tools (e. g. Google Analytics)
 - CMS (e. g. WordPress)
 - Databases (e. g. Google Big Query)
 - Data Visualization tools (e. g. Google Data Studio)
 - A/B Testing Tools (e. g. Google Optimize)
 - CDP (e. g. Tealium)
 - CMP (e. g. Consentmanager)
- You are familiar with HTML, CSS, JavaScript, RegEx, SQL and APIs.
- You have experience using agile methodology (e. g. SCRUM) and have worked with developers and other marketing technologists.
- Being familiar with versioning with Git and GitHub is a plus.
- You have a basic understanding of GDPR.

◦ You respond empathetically to your students' needs.

◦ Excellent spoken and written English (C1+).

◦ An independent, structured way of working with a high degree of self-responsibility as well as intercultural competence

◦ You live in Germany, Austria, Spain or Portugal (if you are interested in a permanent position)

You are available from November 2022 and would like to start teaching your first full-time course from January 02 - April 18, 2023 and can arrange to come to Berlin for the last three weeks of the program (from Mar 27, 2023) If the starting date does not fit with your schedule, please get in touch with us, we are always looking for skilled instructors!

Benefits



Count on us

We offer you a sustainable partnership and transparent course planning.



Digital work

Stay connected with all your colleagues across the country: in virtual learning formats, digital sports activities and through digitalised working processes.



Learn

Stay curious. Plenty of further education programs and 3 paid training days per year are waiting for you.



Purpose

Common Good Certification, sustainable food and travel, fund-raising campaigns or developing your individual potential. Work with us in a meaningful and socially oriented way.



Work-life-balance

30 working days of annual vacation, various working time models, a sabbatical or work from home. Stay flexible with us!



Feel good

A friendly atmosphere, free wellness programs, a job bike and mutual trust. Feel good with us in every way!

We're looking forward to your application!

All person-related expressions in this job advertisement are gender-inclusive. We particularly welcome applications from people with different physical and / or mental abilities and different social and / or ethnic backgrounds, as well as those with different religions / beliefs, sexual orientations, gender identities and ages. If you have any questions, please do not hesitate to contact us.

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