



Marketing Manager

Become part of the SKInnovation team // 20 hours per week in Innsbruck

The SKInnovation team is looking for new team members. Are you interested to join Europe's largest startup conference on skis? Then this is for you! SKInnovation is looking for a new marketing manager. As a thriving startup conference we are looking for people just as passionate about event management and the startup scene as we are.

Your tasks:

- Take ownership of SKInnovation's marketing activities
- Create and manage the overall marketing plan across all event phases
- Plan, coordinate, and execute ticket & discount campaigns

Content & Channels

- Create and manage the SKInnovation newsletter
- Coordinate SKInnovation's social media channels (LinkedIn & Instagram)
- Work closely with a Social Media Manager / intern on content execution
- Ensure consistent messaging, tone and visual style

Website & SEO

- Maintain and update the SKInnovation website from a marketing perspective
- Support basic SEO activities (content structure, landing pages, campaign pages)
- Ensure website content is aligned with campaigns and ticket phases

Campaign & Partner Marketing

- Plan and run paid Meta ad campaigns to support ticket sales & visibility
- Prepare marketing materials for partners, sponsors, and community leads
- Coordinate co-marketing activities and content distribution
- Support campaign performance tracking and basic reporting

Your profile:

- 2–3 years of hands-on experience in marketing, event marketing, or a related field
- Strong interest in events, communities, startups & innovation ecosystems
- Experience with newsletters, social media management, and campaign planning
- Basic hands-on experience with Meta Ads (setup, targeting, budgets, performance understanding)
- Basic understanding of digital marketing basics, including website content and SEO
- Confident working with websites and CMS systems from a marketing perspective
- Structured way of working with the ability to manage multiple tasks and timelines
- Comfortable coordinating with different stakeholders (partners, team, externals)
- Proactive, reliable, and willing to take ownership without needing constant guidance
- Strong communication skills in English and German
- Hands-on mindset and readiness to support on-site during the event

What we offer:

- SKInnovation's home base is at InnCubator in Innsbruck, where we usually work 2-3 days per week together
- A young and dynamic team with a startup spirit and great passion for the event
- Usually we get ski suits and mid-layers sponsored for the event and you can keep them
- Monthly Pluxee credit for restaurants and supermarkets
- Flexibility within your working schedule, snow days possible
- Salary: 1.800 – 2.450€ for 30 hours per week (depending on experience) starting in August 2026, employed by the University of Innsbruck
- 13th and 14th salary, pay out every 3. month

About SKInnovation:

SKInnovation is a startup and innovation conference, held directly on the ski slopes. It takes place every year in March in Innsbruck, Austria. All 1000 participants are on skis or snowboards, talks from our speakers take place in mountain huts, and startup pitches happen on the ski lifts. A key focus this year is further professionalizing and developing the event. We are working with several major players from the Tyrolean (startup) scene to achieve this. More information about the event can be found on our website <https://skinnovation.at/>.

Interested?

Please apply via this link: <https://forms.monday.com/forms/8a147e5de263715b4683e5eab82c2563?r=euc1>

If you have any further questions, feel free to call Kathrin via +43 676 39 85 315.