



PR/086826 | Marketing Manager / Full Remote or hybrid (m / f / d)

## Job Information

### Recruiter

[JAC Recruitment Germany](#)

### Job ID

1522094

### Industry

Digital Marketing

### Job Type

Permanent Full-time

### Location

Germany

### Salary

Negotiable, based on experience

### Refreshed

February 18th, 2025 10:09

## General Requirements

### Minimum Experience Level

Over 3 years

### Career Level

Mid Career

### Minimum English Level

Business Level

### Minimum Japanese Level

Business Level

### Minimum Education Level

Associate Degree/Diploma

### Visa Status

No permission to work in Japan required

## Job Description

### COMPANY OVERVIEW

Japanese company providing world-class engineering and supply chain services for industrial supply parts is looking for a Marketing Manager (m/f/d) .

### JOB RESPONSIBILITIES

As a marketing manager, you will assert exceptional business leadership to drive dramatic growth in European Digital Manufacturing service offerings. This individual leads the development and implementation of a marketing and business development strategy that raises brand awareness, promotes the new service, generates leads, and wins new business. This role leads all aspects of a digital and traditional marketing plan, including web site development and ongoing improvements, web marketing, promotions, SEO, CPC, advertising campaigns, and market research done with outside vendors and internal teams.

- Manage large portfolio of existing and new customers' accounts covering a full sales cycle from lead qualifications to working on engineering design proposals.

- Communicate with customers' design engineers, mechanical engineers, buyers or other engineering and technical personnel to resolve discrepancies and drive successful outcomes.
- Lead creation of globally competitive web portal for brand's expansion to the European market.
- Provide extensive knowledge of web technologies, techniques, and best practices to create a world class web presence.
- Provide marketing expertise to lead and manage collaborative activities of marketing specialists, and outside advertising, PR, and SEO consultants to accelerate growth.
- Design, develop, and implement web marketing strategies that target and acquire new customers and new opportunities at existing customers.
- Design and execute a strategic marketing plan that includes web & print advertising, direct mail, trade shows, seminars, and other tactics. Identify new industry channel partners for general engineering & supply chain audiences as well as sites and publications with industry-specific audiences including but not limited to Automotive and Medical.
- Explore the effectiveness of engineering influencers and social media channels and obtain appearances, paid ads & partnerships for our services.
- Manage and maintain web marketing content, execute online and email campaigns, search engine optimization, web banners, etc.
- Compose and distribute original content such as case studies, e-newsletters, and advertising, that promote our DM platform's automated solution.
- Develop presentations and training materials that will strengthen the sales team's understanding and approach to securing business wins.

## **JOB REQUIREMENTS**

- Bachelor's degree in engineering or marketing required 10 years in a web marketing and sales/business development management role in a manufacturing/industrial products B2C or SaaS environment.
- Knowledge of the Factory Automation industry is preferred. Experience with Web system development Sound knowledge of SEO, CRM, & behavioral targeting and expert level experience with web management tools such as Google Analytics.
- Experience with Internet marketing metrics; conversion rate, web best practices.
- Highly proficient in Microsoft Office Suite (PowerPoint, Excel, Word, Access).
- Must be strategic, high energy, technical and an effective communicator with strong analytical, project management, critical thinking, and presentation skills.
- Must have a high level of energy, enthusiasm, leadership, and mentorship.
- Must be flexible, eager to learn and open to new ideas.
- Travel as required, up to 25%.

## **BENEFITS**

- Full Remote or Hybrid working .
- Training & Development: We give our employees individual training opportunities to develop their skills. In addition, we offer an e-learning platform where you can access various modules from different subject areas at any time.
- Health care: Your health is important to us. That's why you benefit from our regular check-ups and our health week with various workshops.
- Gym: With us you can stay fit in our in-house gym, whether before work, during your lunch break or after work.
- Childcare: We support you in getting a place in the in-house kindergarten (depending on availability).

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

#LI-JACDE #countrygermany

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Company Description