



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

募集職種

人材紹介会社

ジェイエイシーリクルートメントドイツ

求人ID

1522094

業種

デジタルマーケティング

雇用形態

正社員

勤務地

ドイツ

給与

経験考慮の上、応相談

更新日

2025年02月18日 10:09

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

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

会社説明