



**CAMPBELL & PARTNERS**  
EUROPEAN RECRUITMENT CONSULTANTS

**Ref No:** AW/1293

## **B2B MARKETING SPECIALIST**

**Client:**

German subsidiary of a highly-successful, international media group.

**Location:** Munich

**Responsibilities:**

- planning and execution of a B2B market-specific marketing plan
- planning and organization of attendance at content sales markets and trade shows
- development of a lead generation and customer retention program
- development of B2B tools
- management of external agencies
- market and competitive benchmarking
- control of corporate identity and design

**Requirements:**

- university degree in media, marketing or a relevant discipline
- at least 3 years' experience ideally in B2B marketing
- experienced in the utilization of both traditional and digital media
- analytical and organized
- project management skills
- at home in a dynamic, entrepreneurial and creative environment
- enthusiastic, energetic and self-motivated

**Please e-mail your application to: [first@campbell.de](mailto:first@campbell.de)**