



CAMPBELL & PARTNERS
EUROPEAN RECRUITMENT CONSULTANTS

Ref: GK/1361

MANAGER MARKETING & COMMUNICATION

Client:

Global technology group, producing high-quality systems and solutions for the underground mining and tunnelling industries. We are now looking for an astute marcom professional for corporate headquarters to add real value to the business.

Location: Munich

Responsibilities:

- driving marketing communication in Europe and CIS
- supporting group marketing communication
- development of corporate design
- content maintenance and coordination with external agencies re web pages
- continuous web analysis and recommendation of actions
- development and implementation of social media strategies
- control of SEO campaigns
- editing of technical articles: customer magazine and internal newsletter
- concept and design of print media
- planning and implementation of advertising
- market analysis and competitive benchmarking
- organization of international trade fairs and conferences
- you report direct to the Group Marketing Director Communications

Requirements:

- a high-calibre graduate in marketing/communications
- at least 5 years' relevant professional experience
- experience of website/content-management systems eg Typo3
- experience of creating design content with Adobe Illustrator, InDesign, Lightroom, Photoshop or Premiere Pro
- excellent German and English - other languages advantageous
- analytical mindset
- love of technology
- proactive personality, hands-on mentality and a self-starter

Please e-mail your application to: first@campbell.de