



CAMPBELL & PARTNERS
EUROPEAN RECRUITMENT CONSULTANTS

Ref No: MG/1355

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