

Marketing-Allrounder (m/w/d)

The ideal candidate will be responsible for creating marketing content and distributing it effectively. You will help us create a strong brand presence with innovative promotional offerings, online and offline marketing campaigns, and marketing events. Finally, your analytical skills will assist you as your monitor and report on the success of your marketing efforts.

Responsibilities

- Strengthen our relationship with clients and company partnerships
- Plan and execute campaigns and events
- Track, analyze and report the success of those campaigns and events
- Create online and offline marketing content (creation of texts, images, graphics, infographics)
- Central interface and contact for all colleagues and departments
- Independent planning and implementation of the annual media plan
- Regular updating of the website and publication of articles on the internet
- Maintenance of company profiles in social media, as well as conception and implementation of campaigns
- Planning, organization and implementation of internal and external events (socials, trade fair presence, internal lecture series)
- Branding of classic advertising and print articles
- Creation and publication of a regular newsletter in coordination with colleagues
- Creation, maintenance and preparation of management presentations
- Development of a network to the press, universities, service providers, associations and organisations
- Participation in projects funded by the Federal Ministry of Economics

Qualifications

- 1-3 years' of marketing experience
- BS/BA in Marketing (communication/marketing/graphic design) or a related field of study
- Excellent writing and communication skills
- First professional experience in the field of communication/marketing - ideally with a focus on automotive
- Very good knowledge of Microsoft 365 and maintaining a CMS (Content Management) system (e.g. SharePoint)
- Very good knowledge of German and English
- Structured and independent way of working
- Experience in Adobe Creative Cloud desirable (Photoshop, Illustrator, InDesign)
- Team and communication skills

Contact

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