

As Support for our Marketing Team located in Rheinmünster (near Karlsruhe/Bade-Baden) we want to recruit a

Marketing Manager (m/f) – Italy

Main Tasks:

- Creation of Territory Marketing Plan in line with EMEA Marketing Objectives
- Creation of integrated demand generation and lead generation campaigns in order to drive opportunities and new business in the region including PR, Event, Online, Social and Web activities
- Localization of global campaigns adapted to regional market needs
- Responsible for the Italian website, SEO and translation, Italian blog
- Planning and execution of annual Partner Marketing Plans within the Partner Business Plan
- End-to-end accountability of Marketing Development Funds (MDF) management and control.
- Maximization of brand awareness and ensuring brand control on all communication and partner adoption
- Articulate relevant value proposition and key messages for the region
- Support sales organisation to maximise sales productivity
- Support centrally developed collaterals with the localization and facilitate adoption
- Support sales training support regarding new tools and collaterals
- Available as spoke person to the trade press
- Provide input for centrally developed campaigns,
- Gather and document market intelligence
- Budget planning and -control

Qualifications:

- University degree in economics with focus on marketing
- Ideally 5 years experience in a similar position
- Experience in demand & lead gen marketing
- Experience in using marketing automation & CRM tools to maximize efficiency and report on success
- Ideally experience in sales, at least strong business focus
- Customer- and service orientated operation and reliability
- Willingness to travel in Europe
- Very good English and Italian skills, ideally additional another language

What we can offer additionally:

- diversified work
- strongly growing company
- Perspective & Developing
- Intensive induction phase
- Employee benefits
- Possibility to shape
- Freindly colleagues
- Fun at work

Haben wir Ihr Interesse geweckt?

Then please send your detailed application, including the indication of your salary expectations and the availability to our e-mail: career.emea@stratasys.com. We look forward to receiving your application!



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