



Become our new Marketing Manager for sustainable industrial products

About us: mecorad GmbH is an innovative and fast-growing startup dedicated to automating the steel and metals industry for precise inline interventions. Our vision is to help our customers to save energy and material losses and support the way to a more smoothly running steel and metals industry. We do this by in-line measurement with IIoT radar technology, analysis and optimization during hot metals forming.

Position Overview: We are seeking a dynamic and results-driven Marketing Manager with a passion to build a more sustainable industry to join our growing team in Chemnitz, Germany. Full or part time possible.

As a Marketing Manager at mecorad, you will play a pivotal role in developing and executing strategic marketing initiatives to drive brand awareness, customer acquisition, and revenue growth.

Key Responsibilities:

1. Develop and implement comprehensive marketing strategies to increase brand visibility and market share.
2. Design and manage digital marketing campaigns across various channels, including social media, email, and online advertising.
3. Create compelling content for various platforms, including blog posts, social media and video content.
4. Collaborate within our team to ensure alignment between marketing efforts and overall business objectives.
5. Prepare our participation at international trade fairs and events and represent us as part of the team in great locations in Europe, America or Asia
6. Internal sales support.
7. Conduct market research to identify trends, competitors, and opportunities for innovation. Stay current with industry trends and emerging technologies to drive innovation in marketing strategies.
8. Utilize data and analytics to measure the effectiveness of marketing campaigns and adjust strategies accordingly.

Benefits:

1. Flexible work schedule and remote work options.
2. The opportunity to help shape and develop a company. We offer the freedom to develop your ideas without the restrictions of a large corporation.
3. Freedom and support for the development of your professional and personal skills.
4. Responsibility and further growth of your role with our startup's path.
5. Open-minded working environment within a highly motivated international team with a hands-on mentality.
6. Occasional trips to conferences and trade fairs to experience the latest industry trends.

Requirements:

1. Bachelor's degree in Marketing, Business, or a related field. Practitioners with experience in our industry are very welcome, too.
2. Excellent communication in English/ German and interpersonal skills.
3. Solid understanding of digital marketing and social media.
4. Demonstrated ability to think creatively and strategically.
5. Experience with marketing automation tools and analytics platforms.
6. Strong project management and organizational skills.
7. Willingness to travel occasionally to support our representation at international trade fairs.
8. Experience as a Marketing Manager in a technology-driven environment is a plus, career starters with a passion for technical topics are just as welcome.

How to Apply: If you are a creative and results-oriented marketing professional looking to make a significant impact in a dynamic startup environment, we want to hear from you! Please submit your resume and a portfolio of relevant work to info@mecorad.com by 30.01.2024.

mecorad is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.