



Passion for innovation

As a member of the internationally operating TASI Group innomatec stands for innovation, machines and technology. We develop and manufacture individual solutions, Intelligent solutions in the field of function and leak testing for well-known customers, including automotive manufacturers, Medical technology, household appliances and heating/sanitary industry. Your electric toothbrush, brake line, dishwasher or heating pump, for example, has been tested with our systems.

Marketing Manager (m/f/d)

The role requires a hands-on, experienced B2B marketer who will coordinate and execute, diverse marketing campaigns coordinated, developed and executed to support our business and brand objectives. You will report to the Executive Officer and the TASI Group Director of Marketing in the Product Integrity business segment.

What you can expect from us:

- Challenging, varied tasks with your own creative freedom
- Extensive training and individual career planning with own training budget
- Flexible working hours that suit you (flexitime model) and possibility for home office
- Crisis-proof workplace
- Attractive social benefits, including company pension plan, capital-forming benefits, and free drinks

Your duties:

- Developing and implementing digital marketing campaigns and social media efforts for the company, especially for content creation with text, images and video to drive demand for our products and services
- Identify various target audiences to increase our online presence and develop messaging and positioning that differentiates the company and products
- Coordinate the management and maintenance of innomatec's website to continuously improve search engine rankings, engagement, and target conversions
- Analyze social media marketing efforts and manage the company's social media channels.
- Collaborate with cross-functional teams to find additional content for a wide variety of marketing activities and convert them into digital content
- Copywriting, designing, and managing the creation of promotional materials (e.g., brochures, presentations, web content, videos) in collaboration with marketing and technical teams and external vendors
- Organization, management and implementation of events such as trade fairs or webinars
- Monitoring of competitor activities with transfer of findings to own marketing campaigns
- Managing marketing activities, analyzing results, and creating regular reports across all digital channels
- Additional support for sales and the company as needed



That's why you:

- You have a degree in business administration with a focus on marketing/communications/media or a comparable education with several years of relevant professional experience in the management of marketing and digital communications for B2B organizations
- In particular, you have experience in search engine optimization, search engine marketing (e.g. PPC) and web analytics, and are familiar with the use of a web content management system (CMS), for example Joomla
- You move confidently on social media platforms, for example Xing, LinkedIn, YouTube, etc.
- Proven ability to manage third-party vendors such as design or web agencies
- Very good knowledge of MS Office as well as Adobe Creative Suite is a prerequisite
- Expressive written, oral and interpersonal communication skills in German and English language
- Skillful multitasking between projects and changing priorities are a matter of course for you
- You work independently, self-motivated and passionately drive new marketing activities, the results of which you present impressively and eloquently
- Personally, you are a creative thinker and problem solver with a quick grasp, decision-making skills and high flexibility
- You have high quality standards for your own work and act in a cost-conscious and results-oriented manner with attention to detail

Has this challenging and responsible position made you curious? Take on an important role with us and send us your complete application incl. salary expectations and earliest possible starting date.