



Our client ranks among the leading European B2B software suppliers in the field of CAD solution for corporate customers. The company has established itself as an innovative leader and is seen in the industry as a competent software partner.

Their core product offers flexible and efficient tools for the seamless design and implementation of visionary and innovative projects. It covers all the application areas from simple 2D drawings to 3D modelling including the determination of quantities and costs.

For their HQ in Munich we are looking for an experienced

MARKETING MANAGER GERMANY | B2B SOFTWARE (m/f)

The objective of the position is to develop strategies and measures to optimize their marketing success - based on the overall marketing strategy. The Marketing Manager ensures, that the long, medium and short term lead generation and qualification measures to achieve the growth targets of the company.

Responsibilities:

- Professional and disciplinary management of the local field marketing team in Germany
- Steering of the collaboration with the Corporate Marketing team by participating in the design of corporate marketing measures as well as their adaptation for and execution in Germany
- Development and implementation of suitable measures for all defined target groups for medium and long-term lead generation (new customers) and realization of maximum upselling / cross-selling potential (existing customers) by
 - Planning and implementation of local campaigns (online & offline)
 - Creation of sales support marketing materials for all sales channels and target groups
 - Planning, organization and realization of national events or event series as well as trade fairs
 - Design and implementation of lead generation processes (online & offline)
 - Management and steering of external service providers and agencies, incl. partners for lead generation /qualification
- Preparation of KPI's and reporting on all campaigns & activities / measures for the management to provide a solid base for business decisions
- Ensuring compliance with all regulations, guidelines, and requirements of the German subsidiary and Corporate Marketing



Requirements:

- Completed studies with a focus on marketing or a comparable education
- Several years of professional experience in B2B sales and marketing
- Entrepreneurial thinking, pragmatism, hands-on mentality and organizational talent
- Independent, proactive, results- and customer-oriented work attitude
- Very good communication, conflict and team skills
- Savvy in Salesforce
- Great Leadership skills and the passion and drive to achieve goals
- The ability to inspire a team and to act as a teamplayer
- A strategic mindset and a creative approach and the ability to think out-of-the box
- Very good German and English language skills

Did you get hooked? Than get in touch and submit your CV to NAKAMA GERMANY
hello@nakamagermany.com.