



Marketing Manager (m/f)

Industrial Sector: Paper

Main Tasks:

- Leading product management and product development
- R+D activities and product and process development
- Developing and managing the market approach, including market segmentation, end-use management and analysis of relevant market and customer trends
- Developing and utilising profitability measurement
- Monitoring competitor activity and benchmark performance
- Leading the marketing and communications activities, brand management and customer approach behaviour
- Researching, identifying and developing alternative business models
- Continuous follow-up of the business performance and improvement projects

Experience:

- Marketing degree or similar
- Management experience in marketing & sales within a relevant industry for at least 5 years including end-use approach and management
- Experience in developing and implementing value oriented, innovative marketing processes and product management
- Experience in project management
- Strong leadership and communication skills
- Good analytical and problem solving skills
- English and German fluent oral and written

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