



PR/087025 | Marketing Manager (m / f / d)

Job Information

Recruiter[JAC Recruitment Germany](#)**Job ID**

1541316

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

May 20th, 2025 12:51

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

A renowned Japanese manufacturer with over a century of experience, this company has established itself as a global leader in weighing and packaging technologies. Its solutions are trusted by major players in the food, pharmaceutical, and chemical industries. With a strong international presence supported by a network of branches and partner agencies, the company is recognised worldwide for its reliability and innovation.

The European headquarters, based in Willich, North Rhine-Westphalia, serves a broad customer base across Europe and North Africa.

JOB RESPONSIBILITIES

Marketing Manager / A professional seeking to transition into a Marketing Manager role

- Collaborate with international teams to ensure alignment in communication and marketing strategies.
- Take full ownership of planning and executing key events such as Interpack, distributor meetings, and various internal and external customer events.
- Develop and implement integrated marketing campaigns, including advertising, promotions, and direct mail logistics.
- Maintain and analyze CRM data to support marketing and sales activities.
- Manage multi-channel communications, including customer engagement, media relations, and the production of internal and external newsletters.
- Handle procurement and processing of business materials (e.g., business cards, forms).
- Oversee the company's social media presence and content.
- Design, produce, and archive brochures and other marketing collateral.

JOB REQUIREMENTS

- Minimum of 5 years of experience in B2B marketing.
- Demonstrated experience in leading and managing teams.
- Proven ability to coordinate international projects or work within global teams.
- Hands-on experience in organizing trade shows, events, and promotional campaigns.
- Strong proficiency with CRM systems such as EXACT or Salesforce.
- Familiarity with email marketing platforms, social media tools, and content management systems.
- Solid command of Microsoft Office applications.
- Basic design skills and experience with tools like Adobe InDesign, Canva, or similar.
- Degree in Marketing, Business Administration, Communications, or a related field.
- Additional certifications in digital marketing or CRM tools are a plus.
- Fluency in both German and English (spoken and written); additional language skills are an advantage.

PREFERRED SKILLS AND EXPERIENCES

- A proactive approach with strong attention to detail
- Experience working in or familiarity with Japanese companies is a plus

BENEFITS FURTHER

- 13th-month salary as an annual bonus.
- 30 days of paid vacation.
- Working hours: 39 hours per week
- Office work basis
- Capital-forming benefits to support your financial future.
- Meal subsidies through lunch vouchers (approx. 120 Euro worth)

