



## MARKETING COMMUNICATIONS (MARCOMS) MANAGER – DIGITAL SOLUTIONS

<b>Department</b>	MC_CorporateCommunications
<b>Location</b>	Marlink GmbH, Hamburg Marlink SAS, Paris
<b>Version</b>	21-Jan-2022
<b>General</b>	<p>We are looking for an experienced and versatile Marketing Communications (Marcoms) Manager.</p> <p>As part of our global Marcoms team, you will work closely with the Sales, Product and Marcoms teams and partners of our newly created Digital Solutions Business Unit (BU) to develop, execute and manage powerful global Marcoms campaigns for the Digital Solutions portfolio. This portfolio includes managed IT, cybersecurity as well as IoT solutions.</p>
<b>Main Goals</b>	You will create, drive, implement and monitor our global Marcoms campaigns for our Digital Solutions portfolio to engage our B2B audiences and customers, support sales and generate new business while using latest digital techniques and tools for creating and communicating high-quality content (e.g., for digital, sales kits/tools, videos, websites, case studies, email campaigns, etc.).
<b>Responsibilities &amp; Authorization</b>	Responsibility and authorization are in accordance with the processes relevant to this position.
<b>Main Knowledge</b>	<ul style="list-style-type: none"> <li>• Solid background and proven track record in creating strong Marcoms campaigns for the IT digital or software sectors.</li> <li>• Outstanding skills in communicating on complex services such as IT, Cybersecurity or Cloud computing to a non-technical audience in a clear and compelling way.</li> </ul>

	<ul style="list-style-type: none"> <li>• Proficient in Marcoms digital techniques and tools for creating and communicating relevant content.</li> <li>• Strong copy writing and innovative thinking / skills to run multi-channel Marcoms campaigns (e.g., for digital, sales kits/tools, videos, websites, case studies, email campaigns, etc.) in line with the overall Marcoms strategy and in close collaboration with the Marcoms, Sales and Product teams to drive awareness, generate demand and open new go-to-market channels.</li> <li>• Experience in creating, maintaining, and conducting marketing analytics reporting to analyze the effectiveness of the Marcoms campaigns, to extract key insights for future campaigns and to evolve lead new nurturing tactics.</li> </ul>
<p><b>Main Competences</b></p>	<ul style="list-style-type: none"> <li>• Bachelor’s degree in marketing, business, or related field.</li> <li>• At least 5 years’ experience in marketing or Marcoms.</li> <li>• At least 5 years’ experience in the IT, digital or software environment.</li> <li>• Excellent written, verbal communication and proofreading skills, as well as outstanding skills in presenting complex technical services in a simple, understandable and compelling way.</li> <li>• Proven experience in developing and creating marketing plans and campaigns that communicate a services value proposition or suite.</li> <li>• Fluent in English and preferably other international languages.</li> <li>• Experience with marketing tools such as Dynamics 365 / CRM, PowerPoint, WordPress, Google Analytics, Social Media, Hootsuite etc.</li> <li>• Metrics-driven marketing mind with eye for creativity.</li> <li>• Attention to detail and brand consistency.</li> <li>• Well-organised and able to work against tight deadlines.</li> <li>• Experience of establishing strong working relationships with colleagues from different functions, cultures and regions.</li> </ul>
<p><b>Interested?</b></p>	<p>Please send us your application by <b>14 March 2022</b> to <a href="mailto:HR@marlink.com">HR@marlink.com</a></p>