

Manager Marketing & Communications (m/f/d)

Fehrmann Tech Group – 125 years of leadership

Innovation in our DNA, passion for future technologies + 125 years of successful entrepreneurship – that is what Fehrmann stands for. Across five divisions, we develop and produce technological solutions and new materials with which we are a global leader. Whether high-performance aluminum alloys for 3D printing and casting or high-tech windows for ships, buildings, and industrial plants, whether AI for material development and augmented reality for windows – we always pursue the claim to be a world leader.

We have a strong team with a high passion for our customers and our products as well as excellent know-how. We value each other, communicate frequently and decide quickly. We work together with all colleagues from the subsidiaries of the Fehrmann Tech Group and attach great importance to a very high level of collegiality and collaboration.

Do you feel comfortable in an agile, innovative team and are an expert in the field of marketing communications? We are **now** looking for a **experienced Manager Marketing & Communications (m/f/d) in full-time** for managing marketing and corporate of the Fehrmann Tech Group and are looking forward to receiving your application.

You are:

Progressive: You think in a future-oriented way whilst facing the daily opportunities and challenges.

Ambitious: You are driven to position our company in the best possible way in all communication channels. You work efficiently and never lose sight of the company's requirements.

Analytical: You understand interrelationships and have the necessary strategic and analytical understanding to prioritise and tackle challenging tasks with the competence to implement your own solutions.

Digital: You feel at home in the digital world and recognise potential for further digitalisation.

Curious: You are always up to date and keep track of developments and trends in your field and beyond.

Creative: You think outside the box and are not afraid to test and use the unconventional and new. You enjoy fulfilling your active role with great creative freedom. In doing so, you design independently and successfully implement the appropriate measures.

Proactive & strong in implementation: You have a good feeling for suitable stories, it is easy for you to connect them with our core messages. You take a proactive approach and independently develop content that inspires our target groups.

Communicative: You are a team player and feel at home in an innovative and fast-growing company. You can present your concepts and ideas in a comprehensible and self-confident manner and justify them convincingly - in German as well as in English.

Your tasks:

Your responsibilities will cover the entire spectrum of marketing communication in the B2B area with focus on the following topics:

- Responsible contact person for marketing and communication
- Further development of the marketing and communication strategy as well as independent realization of measures
- Optimal positioning of our companies/brands in all relevant communication channels
- Increasing the awareness of our companies/brands among our target groups
- Idea development and creation of target group specific content
- Expansion and independent maintenance of digital channels such as corporate website, social media for B2B, newsletter, etc.
- Ongoing success monitoring and optimization of digital measures by evaluating analytics, SEO and SEA optimization, etc.
- Writing Customer Success Stories and Case Studies as well as supporting the sales department in sales activities, lead generation measures, etc.
- PR measures and organization of participation in trade fairs, conferences, etc.
- Collaboration and coordination of external partners
- Reporting to the CEO

Your qualifications:

Education: You have a degree with a focus on marketing or communication or a comparable relevant education.

Experience: You are proficient in most of the above-mentioned tasks and have several years of relevant professional experience in the field of marketing/communication. In doing so, you have versatile skills and demonstrable successes of self-implemented measures.

Knowledge: You bring all the necessary skills to implement the above-mentioned tasks yourself. In addition, you ideally have industry knowledge from the marketing of a company in the B2B environment, preferably with a focus on digital channels. You have a creative and confident writing style in English and German as well as a good sense of design.

Working style: You are characterised by a structured, pragmatic, very independent and committed way of working. You can develop, push, and implement topics yourself.

Personality: You are a reliable team player with enthusiasm for challenges and a willingness to break new ground. You are curious and have above-average commitment.

We offer you:

- ✓ working in a highly innovative, fast-growing family business
- ✓ close cooperation with the management and cooperation in the company's development
- ✓ an open and trusting corporate culture
- ✓ development opportunities with long-term perspectives
- ✓ committed, helpful and competent colleagues
- ✓ family-friendly working hours
- ✓ very good transport links (7 min. to the S-Bahn Veddel) in Hamburg, Germany
- ✓ support for company pension schemes

Are you interested?

Please send your online application with CV and complete certificates stating your salary expectations and your possible starting date to: career@fehrmann.tech

We look forward to meeting you!