

Marketing Manager

TeeJet is a known name in agricultural spraying. For more than 85 years we have been creating agricultural spray products and technologies that help farmers get their spray job done in efficient and responsible way.

We are looking for a highly energized and result-driven marketing manager with a passion for creating impactful marketing. This job is a combination of practical hands-on marketing with an opportunity to lead a small team of regional marketers.

The position is full-time and based in Schorndorf, Germany (hybrid style). You will be reporting to COO based in Denmark.

Responsibilities:

- Strategic Marketing Planning: Develop and execute marketing plans to promote TeeJet brand and products. Collaborate with regional sales teams to align marketing efforts with business objectives.
- Team Leadership: Lead a marketing team, prioritize and coordinate all marketing activities regionally to support business objectives.
- Branding: Develop a long-term plan for brand positioning and core messaging. Ensure consistent branding across all marketing platforms.
- Budgeting: Develop and monitor marketing budget.
- Developing social media strategy. Creating engaging and informative content for our social media platforms in collaboration with the team.
- Creating and directing campaigns designed to generate inbound interest and sales leads.
- Designing promotional materials and video content to drive end-user demand.
- Organizing and coordinating tradeshow, events, product launches, and demonstrations to showcase our products and foster connections with customers and industry partners.

Skills:

- Proficient in the use of social media tools to promote and create brand awareness.
- Website development, management and SEO/SEM experience.
- CRM experience.
- Office 365 knowledge.
- Knowledge of website analytics tools (e.g., Google Analytics).
- Experience with InDesign/Photoshop /Adobe Illustrator.
- Ability to lead and inspire others.
- Proven ability to communicate effectively one-on-one and within a group.
- Very collaborative and culturally aware.
- Highly organized with ability to manage time, priorities, and multiple deadlines in a fast-paced environment.

Qualifications:

Bachelor's degree in Marketing, Advertising or related discipline.

5+ years' marketing and graphic design experience.

Fluent in English and German. Fluency in any other European language will be an advantage.

Familiarity with agricultural products is an advantage.

Travel required: 30%

As a person you are creative, highly driven, inspirational, a great collaborator, who seeks feedback and perspective and is willing to discuss ideas with the team. You can leverage the strengths of the individual team members and formulate clear strategies. You can plan and prioritize. You are a strong individual who is passionate about making our brand tick and creating a brand following. You are able to communicate with different types of users and able to present complex marketing concepts in a simple and concise way to create a buy-in.