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TSC Auto ID Technology EMEA GmbH Georg-Wimmer-Ring 8b | 85604 Zorneding

Marketing Executive EMEA

At TSC, one of the world's fastest growing and most dynamic companies in the Auto ID industry, we are seeking the best in the industry to join our team. We are in search of a Marketing Executive for the day-to-day execution of marketing activities with a current team of 4 persons.

Job Description

We are seeking an innovative Marketing Executive to promote our company's brand and services.

In your position, you will be a direct window to our Head of Marketing. To ensure success, you will need extensive knowledge of marketing strategies and the ability to identify new business leads. An outstanding Marketing Executive will be someone whose expertise translates into increased brand awareness and profitability.

Marketing Executive Responsibilities:

- Supporting the Head of Marketing and Marketing Team in completing agreed activities.
- Creating and posting blog posts and articles on the company's website and social media pages.
- Production and translation of press releases across EMEA.
- Managing and executing all internal and external marketing for resellers.
- Leading and implementing complex projects and communications across EMEA.
- Building effective relationships with resellers and our global marketing team to drive business wide goals
- Appointing and managing creative agencies to ensure efficient delivery.
- Being a team player and working with the global events team to support global initiatives as well as owning regional event deliveries.
- Preparing coherent marketing campaign reports using data analysis tools.
- Managing the marketing database and email distribution.
- Drafting marketing materials such as flyers, newsletters and posters.
- Monitoring competitor activities and finding leads for the company.
- Executing branding, advertising, and promotional campaigns.
- Managing and executing the brand at trade shows and major industry-related events. Travelling to on-site inspections and project managing events.
- Managing Press Releases and working alongside translators.

Marketing Executive Requirements:

- Previous experience working in a marketing environment
- Experience using Marketing Automation Platforms or Email Marketing Platforms.
- Experience of B2B marketing.
- Experience of CRM & Email planning and execution at an agency or for a client.
- A team player with strong project management skills and great attention to detail.
- Highly organised, methodical and process-driven, demonstrating a drive to improve internal processes whenever possible.
- Ability to manage multiple projects at the same time in a fast-paced environment.

Please contact our head of EMEA marketing to apply: Amy.Coghlan@tscprinters.eu.