

Job title: Marketing Manager

Job type: Part-time / Full-time

Location: PistonPower GmbH, 83607 Holzkirchen, Germany

Reports to: Business Development Team Leader

Purpose of Job

PistonPower is looking for a Marketing Manager to analyze selected markets and coordinate and execute marketing activities for PistonPowers' existing products and new products.

Responsibilities and Duties – the Marketing Manager should:

- Conduct market research, obtain data describing the respective market segments to serve as input for business strategy
- Understand market trends and dynamics in order to identify target audiences
- Plan and implement marketing strategies in order to improve brand awareness, reach out to new audiences and promote existing and new products
- Organize and participate in trade shows and other marketing events
- Maintain and update PistonPowers' website and social media accounts
- Support our sales team in the back office
- Provide office administration support when needed

Education:

- Bachelor's or Master's degree in marketing or communication / alternatively a degree in engineering or economics combined with relevant marketing experience

Languages:

- Very good written and spoken English language
- Very good written and spoken German language
- Other languages an advantage

Experience:

- Min. 5 years of experience in the marketing department of an industrial or engineering company
- Experience with CRM system (e.g. Salesforce) is an advantage
- Graphic design experience is an advantage

Skills required:

- B2B Marketing
- Market research practices and techniques
- Data analytics
- Proficiency with Microsoft Office programs
- Knowledge of social media platforms
- Planning and organizational skills
- Available to travel for several occasions per year for trade shows and events

Personal characteristics:

- Analytical
- Communicative, outspoken and assertive
- Team player with the ability to understand the "full picture"
- Able and willing to learn and develop further
- Flexible person that understands the necessities and requirements of a start-up company
- Self-driven, takes initiatives and acts individually or involves the team

About PistonPower:

PistonPower is an innovative technology company who integrates high-pressure solutions in hydraulic cylinders. The company was founded in 2016 based on ideas and developments by Mr. Jørgen Mads Clausen, Chairman of the Board of Danfoss A/S.

The Cartridge Amplifier patented by PistonPower is a hydraulic, automatic, high-pressure sub-system, which is integrated in the piston rod of conventional hydraulic cylinders in off-highway and similar applications. The amplifier delivers high pressure on demand and allows for full flow by-pass when high pressure is not needed. The amplifier increases pressure up to 700 bar and is automatically activated when supply pressure reaches the activation pressure setting.

PistonPowers headquarters are in Holzkirchen, Germany. The company currently employs 18 people located in Slovakia and Germany.