



ModuleWorks

Get There Faster.



Your career at ModuleWorks

ModuleWorks develops software components for the CAD/CAM industry that are used to control and simulate CNC machines and robots. With over 170 employees and more than 70% of the global market share, ModuleWorks is the leading company in this sector. To strengthen our team, we are looking for a

Marketing Generalist (f/m/d)

How you convince us

- Successfully completed commercial apprenticeship or studies in marketing, communication, trade or business administration with a focus on marketing/communication
- Very good German and English (very good writing skills)
- Comfortable with using MS Office
- Experience in event planning and trade fair organization
- Online skills: website support, Google Analytics, content management
- A good sense for modern graphics and visualization
- Hands-on approach to work
- Experience with CMS systems such as Wordpress and mailchimp would be an advantage.

The Position

- Designing and implementing a wide range of marketing initiatives
- Strategic planning of marketing activities
- Preparing content for print and online media as well as PowerPoint presentations for content marketing, e.g. newsletters, videos, brochures, homepage
- Website maintenance
- Planning offline and online marketing for trade fairs and events
- Planning advertising campaigns
- Coordinating PR activities, e.g. press releases
- Responsible for the social media channels (Twitter, Facebook, Instagram, LinkedIn, YouTube) and other platforms (LMT Mag, industry arena)
- Managing and implementing internal/external brand communication, positioning of the ModuleWorks brand
- An in-depth understanding of our technical products is not required

What you can expect from us

At ModuleWorks you will find a friendly working atmosphere in an international and young team. We do not believe in strict structures and rigid ways of thinking, but instead offer diverse tasks and encourage flexible development that goes beyond flexible working hours and home office. Interested? Then get in touch with us! We look forward to your application.

Only complete applications will be accepted for the application process.

ModuleWorks GmbH

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