



Manager (m/f/x) Marketing/Communications B2B

Who we are

We are a sustainable high-tech management consultancy with an international network. The focus of our activities is the digital business transformation through the Internet of Things (IoT) and the associated business models.

- We are a "Success Factory" for the design of digital business models and business ecosystems.
- In our Magility Institute of Technology, we analyze high-tech trends and use them to develop success concepts for our customers.
- We support our customers in achieving their ESG sustainability goals.
We help innovative startups enter the market.

What we look for

For our marketing department, we are looking for marketing enthusiasts as **"Manager (f/m/d) Marketing/Communication B2B"** for the planned expansion of our brand and communication strategy and our social media activities. With us, you can expect innovative digital business models for agile companies and creative work with the latest technologies as well as an international network of renowned companies and start-ups from all over the world!

As part of the magility core team, you will have a holistic impact both internally and externally in all marketing and communication matters in the areas of digitalisation, organisational and cultural development and transformation management. We focus on the topics **"Technology & Innovation Consulting"**, **"Strategy Consulting for New Business Models"** and **"ESG Management & Sustainable Mobility"**.

Paving the way to the future |

Your tasks

Together with our CMO, you will further develop our marketing and communication strategy at all levels and also implement it operationally. This also includes the constantly evolving social media strategy with the elements:

- Optimisation and control of magility's existing social media channels.
- Optimisation of the meta-descriptions and SEO of the webpage
- Performance-oriented implementation of marketing measures via the social media channels
- Support in the implementation of the new social media strategy and its further development
- Content development and creation as well as its publication
- Preparation of analyses on the performance of the social media channels and derivation of recommendations for action from the results
- Development and coordination of cooperations with e.g. influencers

You will also support our marketing management with other tasks such as:

- Selection and management of external service providers
- Market and competition monitoring
- Layout for print products (Indesign, Photoshop, Illustrator) such as: Booklets, flyers, business cards, banners etc.
- Support of the webpage
- Event evaluation
- Support in the planning and implementation of online events, events, trade fairs and presentations
- Project support of marketing communication projects for clients
- Creation of power point slides
- Incidental research work on new topics and for our blog

Impress across the board |

Your profile

- Degree with specialisation in marketing & communication or comparable training, in each case with professional experience
- Independent and self-reliant work, good planning and organisational skills
- Enjoy working in a team
- Flexible working style and good communication skills
- Curiosity about current innovation topics such as MaaS, SaaS, e-mobility, AV, IoT/IIoT or platform economy
- Very good text comprehension and confident handling of the German and English language as well as talent in writing texts
- Absolute familiarity with modern media
- Experience with the Google Business Platform (e.g. Drive, Streak)

- Social media experience and good SEO skills
- Graphic skills such as Adobe Cloud (Photoshop, Indesign etc.) and optionally WordPress skills

What you can expect from us

- Interdisciplinary knowledge transfer & mentoring
- Continuing education through the Magility Institute of Technology (MIT)
- International network
- Modern workplace
- Additional, individually negotiable benefits

We look forward to getting to know you! Are you in? Apply now!

Contact our CMO Nada Lea Welker.

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