

Job Description

Senior Marketing Specialist-(183076)

Description

For our offices in Malnate (VA), we are seeking a:

Senior Marketing Specialist

Reporting to the Global Marketing Manager EH Products & Services, the incumbent is responsible for planning & executing marketing activities within the local (Italy and Turkey) markets, in accordance with the business strategy and the marketing plans of the entity.

The Primary Accountabilities of this job are as follows:

1. As part of a global marketing team, the incumbent is responsible for localization of global marketing content and marketing materials, which include, but not limited to, creation of product literature, playbooks, management of marketing programs, press releases, advertising programs and implementation of web/on-line projects.
2. Support the Sales organization and channel partners with marketing communications activities (e.g. pre-customer events, etc.)
3. Use knowledge of marketing principles to effectively implement marketing projects, manage timelines and branding strategy and effectively apply all guidelines including the adaptation of global materials to local cultural marketing contents for different channels and different audiences
4. Leverage the powerful CRM tool and other digital marketing vehicles, applying marketing automation techniques to prospects (e.g. internet presence, blogs, emailing marketing and awareness campaigns, etc.)
5. Liaison between R&D and product marketing to support the product commercialization at the entity level, management, creation of product literature and playbooks, execute Go-to-Market plans at the entity level
6. Support the local sales organization with strategic marketing related activities (e.g. identify and develop new products)
7. Conduct market and competitor intelligence for the defined country/ regions on demand basis

Profile of ideal candidate:

- Bachelor's Degree in Engineering or Marketing.
- Progressive experience in the field of marketing communications and/or technical marketing in a B2B environment
- Strong communications and interpersonal skills with collaborative mindset and language proficiency in English
- Proven ability to create local marketing contents, understand technical subject matters and to localize them
- Proven capabilities in dealing with complex organization structure, and working effectively with teams from different countries
- Demonstrated ability to work successfully in multi-cultural, distributed marketing team and with an external agency
- Work experience in CRM tools (e.g. SF, Marketo, ClickDimensions), content management system (e.g. AEM)

What to do if you are interested:

Interested candidates should apply in our site www.moog.com/careers/ or send a copy of their C.V., also to HR.ITALY@MOOG.COM

Primary Location Italy-Varese-Malnate (Varese)

Organization Marketing (5613)

Position Type: Full Time - Regular

Job Type Standard

Job Level Manager

Posting Date Jun 29, 2018