

## **Marketing amp Communication Specialist**

Locatie Overijssel, Almelo

https://www.advertentiex.nl/x-1063260-z





HITEC Power Protection is searching for a Marketing & Communication Specialist HITEC Power Protection develops, manufactures and delivers turnkey power solutions to ensure uninterruptible, continuous and conditioned power supply to mission-critical processes. The core product of HITEC Power Protection is the dynamic UPS (Uninterruptible Power Supply) system using flywheel energy storage. This is a proven technology, based on more than 60 years of experience and supported by a global installed base of more than 2,000,000 kVA in high demanding industries. Besides the main engineering and assembly facility in Almelo, the Netherlands, HITEC is located in the United States of America, United Kingdom, Malaysia, Spain, Taiwan, China, and Russia.

HITEC's core values are: customer focus, ownership, quality, safety, reliability and communication.

We guarantee a good, open minded and tolerate work environment. We are striving for a pleasant and fulfilling collaboration between customers, colleagues and the organization.

As the Marketing & Communication Specialist, you work on the marketing and communication for HITEC, and its products. You initiate and coordinate the development, implementation, and execution of HITEC's commercial plans.

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Preparing and managing the annual global marketing & sales budget with the team.

Plan, write and execute a clear global communication strategy.

By interacting with the Product Management team, translate business goals & strategy into actionable integrated campaign plans that deliver engagement, leads, pipeline and revenue.

Develop insights about our customer journey, to better understand and improve the customer experience and focusses B2B messaging to position HITEC as overall most valued business partner.

Establishing marketing goals based on market trends, and customer analysis.

Create internal marketing plans and communications campaigns in collaboration with stakeholders to develop engaging content and messaging for global B2B audiences.

Conducting Market competitive research for recommend market segments and defining areas for growth. Assessing opportunities and making recommendations based on a thorough analysis of the global competitive market environment for static and dynamic UPS solutions.

You provide support for global trade shows and other company events.

Manage, plan and maintains various lead generation channels and the databases; tracks leads from trade shows and events, etc.

Track KPI's to measure marketing program success and ROI for marketing programs implemented in the region.

Operating cross functionally with Sales and Application Engineering.

You work closely together with Product Management.

You will be part of a global team.

Job Requirements

Excellent communication skills in (non-) verbal communication and presentations.

Bachelor's degree (B. A.) in Marketing, Advertising, etc., or equal.

5-7 years of proven working experience in a similar B2B role, preferable in the Industrial Manufacturing. Excellent communication skills, able to formulate content and briefings for marketing programs in English and preferable also in German, Spanish and Chinese

Strong analytical and project management skills.

Advanced skills with various software tools, CRM (Salesforce), Marketing and database tools.

Salary and Benefits

Competitive salary and pension in accordance with CLA Metalelektro. Enough vacation days, to explore the world Mobile phone and laptop. Development opportunities depending on your experiences to grow your.