



Marketing & Communications Manager

Odense, Stockholm, Heerbrugg or home office

Do you have a passion for marketing and marketing strategy? Are you experienced in delivering tactical marketing execution? Do you know how to plan and conduct market research?

Would you like to work with such in a world of heavy machinery and Machine Control Solutions? If yes, then we invite you to join Leica Geosystems Machine Control Division and live out your ambitions in an international and intercultural high-tech environment, where good humour and high spirits are an essential part of everyday work!

Headquarter of Machine Control Division is located right in the center of Denmark in the city of Odense, but have employees working across the world, in intercultural teams and in many European countries. In this role as Marketing & Communications Manager your place of work would be Odense in Denmark, Stockholm in Sweden or from your home office. In this role you will report directly to our Marketing Director located in Germany.

We offer

We are offering an interesting and challenging role where you will be coordinating the marketing resources to enable our marketing strategy to be implemented globally. As the owner of the divisional marketing and communications master plan you will be contributing to the overall business planning process, participating in cross-functional work sessions and leading cross-department integrated marketing efforts.

Key responsibilities

As our Marketing & Communications Manager your role will include the following responsibilities, among others;

- Managing, measuring, and optimizing programs to create leads for new business pipeline opportunities
- Managing the generation of divisional videos, brochures and customer stories. Working closely with agencies and aligning with local MarCom on existing material and sharing of information

- Cooperating with corporate MarCom organization to distribute divisional promotions and MarCom materials
- Competitor analyses
- Organize division's international trade shows and boot camps (international on-site training)
- Create launch plan materials in cooperation with Solution Managers and Product Management

Your profile

We expect you to have a relevant Bachelor's or Master's degree or equivalent combination of education and experience. Ideally you have a minimum of 5 years' related experience. Aside from this, the following points are pivotal to achieving the expected results:

- Familiarity with demand generation best practices and excellence in online marketing
- Strong communication and interpersonal skills internally and externally with the ability to interface at all levels and functions and to provide accurate and concise feedback to customers and stakeholders
- Ability to create marketing plans based on market research, trend analyses and customer needs. Having an understanding of future trends is a major advantage
- Strong analytical and conceptual skills and the ability to rapidly grasp customers' requirements and technical solutions
- Ability to meet aggressive deadlines in a fast-paced environment
- Attention to detail, a collaborative style and project management experience
- Fluent in English (verbal and written) is a pre-requisite. Further, the ability to also communicate in other languages, eg. German or Danish, to work effectively with virtual and remote teams is also an advantage

Interested?

Please contact Marketing Director, Christian Luttenberger (+49 162 270 2292) or HR Manager, Louise Even (+45 2892 8333) or apply by uploading your resume and cover letter in English on [here](#). Interviews will be held as relevant candidates apply. All applications are treated fully confidential.

Check out our [website](#) for more information on our Machine Control Solutions.

With its advanced technology, Leica Geosystems has been revolutionizing the world of measurement and surveying for nearly 200 years. Part of Hexagon, a leading global provider of integrated design, measurement and visualization technologies, Leica Geosystems has established itself as a leader in the machine control technology market, providing innovative solutions to the construction industry on a global basis. More information on: www.leica-geosystems.com

Leica Geosystems Machine Control provides durable, high-quality products to increase the efficiency of construction operations. Customers all over the world benefit from sophisticated solutions to use advanced technology, improve accuracy and reduce operating costs. As a leading industry provider, Leica Geosystems Machine Control offers a comprehensive end-to-end service from initial consultation and evaluation through to installation, training and support for the widest range of machine control and positioning applications. Regardless the machine type, model or brand our customers use, we are committed to delivering best-in class products, comprehensive solutions and exceptional customer service for your needs — anytime, anywhere.