

Marketing Manager, Multi-Wing Europe

Reporting to: Chief Operation Officer Europe, Multi-Wing Group

Location: Prague, Czech Republic

Are you an aspiring Marketing Manager looking for an opportunity to advance your career?

If you are an independent, proactive, hands-on, and creative individual, come to help us shape air flow for future generations!

About Multi-Wing

Multi-Wing started life as a small Danish company supplying fan impellers within Scandinavia more than 60 years ago. Since then, it has grown to be an international group of companies located in 17 countries around the world.

Join us to create ideas on how to make us more visible to customers and future colleagues.

What we offer:

- We are a global company, yet not a corporate type, and our processes are still developing, and you can participate in that.
- Our culture is based on trust, as we work together to grow our business. Do you know that Danish language has a word for Happiness@Work?
- Friendly office with terrace in Prague 7 Holešovice
- English language lessons
- Meal allowance
- 25 days of holiday annually
- Pension insurance allowance
- Notebook, mobile phone

What will be the job about:

You will mainly cooperate with COO for Europe, sales team located in Europe, marketing colleagues in Denmark, Prague and HR located in Prague.

- Brainstorming and developing ideas for creative marketing campaigns
- Develop regional strategies and tactics to get the word out about our company and drive qualified traffic to our front door in coordination with colleagues from central marketing team, US, and Asia
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Produce valuable and engaging content for our website that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- In corporation with the head quarter marketing team monitor the regional marketing budget on a quarterly and annual basis and allocate funds wisely

- Oversee, create, and approve marketing material, from website banners to hard copy brochures and case studies to support our sales team (Europe, Middle East)
- Support trade show events and presentations
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals, recording data from campaign results
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Content development for Employer Branding activities

What we would need from you:

- 5+ years of experience within international company
- Demonstrable experience in marketing together with the potential and attitude required to learn
- Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/social media etc.) and market research methods
- A sense of aesthetics and a love for great copy and witty communication
- Up to date with the latest trends and best practices in online marketing and measurement
- BSc/MSc degree in Marketing or related field is nice to have
- Proficiency in English – all materials will be in English, and your boss is an English language speaker.

The job will be located at Multi-Wing office in Prague. It will be possible to combine in office work with work from home.

Contact details:

If you wish to apply for the position, please send your CV and a short cover letter to Veronika, vep@multi-wing.com or call on 778 718 426.

Start date:

As soon as possible.