

Marketing Manager

in Norwalk, CT

As an integral member of the 3Dconnexion sales and marketing team in North America, the Marketing Manager is responsible for helping build a community of brand ambassadors, journalists, and influencers for the company. Moreover, you will be responsible for the creation and the execution of all regional social media content (organic and paid).

As part of the Sales and Marketing team, you will contribute to the public relations, social media, and event coordination efforts to bring a better awareness to our products and services in North America.

Job Responsibilities

- Establish productive and professional relationships with key journalists and bloggers in the United States to increase press coverage of 3Dconnexion products and services.
- Create and plan all localized social media content/campaigns/calendar for the North American region.
- Plan and implement all paid social campaigns on LinkedIn, Facebook, Instagram, and Twitter.
- Analyze social campaigns effectiveness and recommend improvements for better performance.
- Work with the marketing team on collaboration with social media influencers and PR efforts.
- Collaborate with marketing team to help plan and implement marketing concepts for trade show events.
- Create and implement the strategy for Amazon Advertising in the United States.
- Work with our corporate marketing team to localize newsletter and website content.

Profile and Requirements

- Master's degree preferred; Bachelor or similar degree in Communications or Marketing is required.
- Interest or passion for innovative technology is required.
- Excellent verbal and written communication skills
- Experience with creative tools (i.e. Adobe Photoshop, Illustrator, Premier Pro etc.)
- Experience with organic and paid social media campaigns
- Experience in public relations or social influencer strategies
- Motivated, pro-active, energetic, and creative
- Ability to be a team player with a success-driven approach
- Must be willing to travel domestically

3Dconnexion

3Dconnexion® is the leading provider of award-winning devices for 3D design and visualization professionals. 3Dconnexion mice provide an intuitive, natural way to interact with computer-generated 3D content and support today's most popular and, powerful mechanical engineering, media, entertainment and, architectural CAD applications. 3Dconnexion is headquartered in Norwalk, Connecticut, with EU headquarters in Munich, Germany, and offices worldwide.

3dconnexion.com

 [youtube.com/3dconnexion](https://www.youtube.com/3dconnexion)

If you are interested in being part of the 3Dconnexion team in an international, growth oriented company, please send your complete application (CV + motivational letter) with the reference MKTG_MANAGER via email to Louis Sklenarik:

louis_sklenarik@3dconnexion.com

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Conditions

- 3Dconnexion Inc. is an at-will employer
- Medical, Dental, and Vision plans
- 401 (k) with company match
- 3 weeks PTO accrued yearly
- Working Location: Norwalk, Connecticut