

# Marketing Manager (f/m)

in Monaco

As Marketing Manager at 3Dconnexion you are responsible for planning and executing marketing objectives to drive awareness and sales of the company's product range.

You will analyse market trends and customer insights to define the annual communication plan based on your defined budget. As part of the Sales and Marketing team, you will support our regional sales managers and channel partners around the world.

## Job Responsibilities

- Plan and execute direct communication to existing and potential target groups (end users, SMB customers and key account representatives).
- Utilise 3Dconnexion website and Social Media platforms to drive awareness, capture and nurture leads, gain customer intelligence.
- Develop and maintain local press contacts, evangelists and social media community with support of local PR / communications agency.
- Work closely with local sales teams to support the effort for key account engagement.
- Develop, plan and execute channel marketing programs (via VAR, hardware reseller, workstation OEM).
- Manage and attend main hardware industry events and key account tradeshows.
- Local implementation of corporate marketing programs and assets.
- Quarterly monitor, review and report on all marketing activity and results.

## Profile / Skills

- Master, Bachelor or similar degree in marketing/communication
- 2 years' experience in B2B marketing (ideally hardware)
- 2 years' experience in channel marketing (distributors, hardware resellers)
- 2 years' experience in B2C marketing (supporting direct sales approach)
- Experience in CAD applications
- Knowledge of digital marketing
- Experience in using CRM and marketing automation systems
- English Native speaker
- Excellent verbal and written communication skills
- Willingness to travel, also abroad

## Conditions

- Permanent contract
- Working Location: 3Dconnexion Monaco office

## 3Dconnexion

3Dconnexion is the leading provider of award-winning devices for 3D design and visualization professionals. Our mission is to help people produce better designs, faster and more comfortably. 3Dconnexion products provide a more intuitive and natural way to interact with computer-generated 3D content. They support today's most popular and powerful mechanical engineering, media & entertainment, and architectural CAD applications. 3Dconnexion maintains offices worldwide with headquarters located in Monaco, Munich, and Norwalk.

For more information, please visit [3dconnexion.com](https://3dconnexion.com)

**If you are interested being part of 3Dconnexion team in an international, growth-oriented company please send your complete application (CV + motivational letter) via email with the reference MKT\_MAN\_MC\_23.**

[careers\\_smwe@3dconnexion.com](mailto:careers_smwe@3dconnexion.com)

### Contact information

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