

# Marketing Manager (m/f)

in India

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 other online platforms / tools 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 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.

## Skills and Requirements

- Master, Bachelor or similar degree in marketing/communication.
- B2B marketing experience (ideally hardware).
- Experience in channel marketing (distributors, hardware resellers).
- Experience in B2C marketing (supporting direct sales approach).
- Experience in using CRM and marketing automation systems.
- Excellent verbal and written communication skills.
- Motivated, pro-active, energetic and creative.
- Ability to be a team player with a success driven approach.
- Native speaker of English.
- Willingness to travel, also abroad.

## Conditions

- Permanent contract.
- Vacation: 15 days.
- Trial period: 3 months.
- Working Location: India.

## 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 Monaco, with local offices worldwide.

[3dconnexion.com](http://3dconnexion.com)

**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 Sajeesh Daniel Baby:**

[sdb@3dconnexion.com](mailto:sdb@3dconnexion.com)