



ConverterTec was founded in 1969 as SEG in Krefeld and has been growing for over 10 years under the leadership of Woodward. In 2020, it was acquired by AURELIUS. ConverterTec is a global specialist in the conversion of electrical energy. Since 1995, the first Concycle® generators with variable speed and power conversion technology have been used in marine applications, uninterruptible power supplies, as well as in upcoming wind and solar/PV applications.

We manage a portfolio of over 23,000 converter systems for on- and offshore applications, delivered to 47 different countries, with an installed capacity exceeding 45 GW. Our research and development centers in Kempen, Krakow, and Sofia, along with our global service hubs, support our customer base across all continents and time zones.

For the earliest beginning Marketing Manager (M/F/D) in Kempen or Krakow

Your tasks:

- Development and implementation of marketing strategies and corporate identity for all advertising materials, as well as consistently coordinated design of all communication measures internally and externally in close collaboration with the management
- Responsibility for the development and planning of a sustainable communication strategy for the company website and social media platforms
- Planning, organization, and execution of national and international trade show appearances
- Coordination of all marketing-related activities before, during, and after trade shows
- Ensuring a consistent brand presence at trade shows and events
- Close collaboration with sales, development, and product management to coordinate product- and service-related communication measures
- Creation of target group-specific marketing materials and sales documents
- Layout and design of job and image advertisements in collaboration with HR
- Support of HR in implementing a comprehensive employer branding strategy
- Planning, creation, and publication of content in text, image, and video formats.
- Active participation in product launches and campaigns
- Market and competitor screening
- Selection and management of external partners and service providers, such as agencies, consultants, booth builders, printing companies, etc.

Your profile:

- Completed degree in marketing, communication or a comparable qualification
- Several years of professional experience in marketing, preferably in the field of electronics for power generation and distribution or renewable energies
- Technical understanding of energy-related applications and electronic devices
- Proven experience in developing and implementing holistic marketing strategies and communication concepts
- Solid knowledge of online marketing, SEO, and social media
- Experience in planning and executing trade show appearances
- Creativity, communication skills, and teamwork
- Independent, structured, and results-oriented work style
- Enjoyment of working in an international environment and willingness to travel

Join our team and work in a dynamic and interesting environment. With your support, we are repositioning ourselves as an attractive medium-sized company, continuing to successfully create control solutions for renewable energy generation with a lot of innovation and agile development methods. A familial atmosphere awaits you here.

If this exciting and versatile role appeals to you, we look forward to receiving your application with your salary expectations and earliest possible start date!

ConverterTec Deutschland GmbH
Krefelder Weg 47
47906 Kempen
karriere@convertertec.com