

## Marketing Manager (f/m/d)

X-Spectrum GmbH develops and distributes state-of-the-art detectors for research institutions and laboratories. We contribute significantly to scientific progress in the fields of research with synchrotron radiation and electron microscopes. Based at one of the world's leading research centers, we collaborate with partners and scientists from all over the world. Our international team consists of motivated people who are passionate about technology, and we are looking for new team members who share our passion for new technologies. We are searching for a candidate to fill a permanent position as a **Marketing Manager (f/m/d)** in full or part time.

### Your tasks

- You will take over the management of X-Spectrum's marketing activities and coordinate our contractors in coordination with the management and the sales department.
- You will observe the competition and analyze the market under the aspects of customer insights and customer journey.
- You will develop an innovative, future-oriented marketing idea and suitable marketing strategies.
- You will plan online strategies (SEO and SEA) as well as offline advertising strategies and implement them.
- You will be responsible for maintaining and expanding our corporate identity for all print and online media.
- You will organize our activities in trade fairs and other events.

### Your profile

- You have successfully completed a degree in media or communications science or have a comparable education with a focus on marketing.
- Ideally, you already have experience in the areas of SEO, SEA, social media and email marketing.
- You have a good understanding of complex contexts, language and graphic skills, creativity, and digital competence.
- You are confident, a strong communicator, and able to compromise.
- You work independently, analytically and are well-organized.
- You are fluent in German and English, both written and spoken.
- Young professionals are welcome at our company!

### Your benefits

responsible tasks | flexible working hours | family-friendly working atmosphere | remote work by arrangement | high level of innovation | modern office | international research community | independence | creative opportunities | further development | an enthusiastic, ambitious, and friendly team

### Interested?

Please send your application, stating your earliest starting date and your desired salary, preferably via e-mail to [jobs@x-spectrum.de](mailto:jobs@x-spectrum.de).  
If you have any questions, please contact Stefanie Jack.

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