



Working at Blum-Novotest: Commitment pays off.

From our sites in Gruenkrut and Willich, Germany, we supply our products to the machine tool, automotive and aerospace industries, as well as the energy and medical sectors and numerous other demanding industrial areas across the globe. Our position as a leader in technology in the area of production measurement technology is dependent on one thing above all else: a distinct corporate culture. Mutual respect and trust are extremely important to us. This is reflected, among other things, by the fact that each individual takes responsibility and contributes to the high quality standards we set. That is because quality at Blum-Novotest is not merely in the detail, but also in the micron range. Every day, more than 600 employees worldwide work to achieve this. Join the team today!

We are currently looking for an experienced candidate for the position:

## Marketing Manager (m/f)

### Job Summary:

The Marketing Manager will be responsible for developing and managing all marketing and communication activities across North America. This will include raising brand awareness of the company and its products, lead acquisition, proving sales support, event planning, fostering customer retention and more.

Blum-Novotest is headquartered in Germany. This position will work closely with the marketing team there, while acting as the local implementation agent for marketing strategies in North America, many of which originate at the Blum-Novotest headquarters.

Reporting to this position is one Administrative/Marketing Assistant.

### Duties and Responsibilities:

- Develop, implement and execute strategic marketing plans and tactics for the company in order to attract potential customers and retain existing ones
- Create and oversee annual marketing plan and budget which includes all advertising and promotion activities
- Utilize HubSpot marketing platform to plan and execute inbound marketing campaigns, build landing pages, create email newsletters, etc.
- Management of CRM (HubSpot) data, processes and updates
- Ensure processing of leads in CRM system and distribution to sales force
- Track website traffic, engagement and conversions via HubSpot and Google Analytics
- Create marketing analysis and reporting to track progress; share with sales team and Blum-Novotest headquarters
- Organize and coordinate tradeshows and other open house events including travel, catering, room reservations, invitations and registering personnel
- Create and/or publish all marketing materials. Oversee press releases, case studies, video demonstrations, advertisements and other marketing materials
- Other duties as assigned

### Qualifications:

- Business or marketing-related degree (or equivalent professional qualification)
- Experience using HubSpot Marketing Pro
- Experience using Google Analytics
- Experience using a CRM (HubSpot CRM preferred)
- Excellent knowledge of tradeshow/event environments

### Working Conditions:

This position will be based in our office, located in Erlanger, KY. Approximately 20 % travel to manage tradeshows and other industry events.

Salary will be based on experience.

If you are interested and meet the above-mentioned requirements, please send your application documents to [personel@blum-novotest.us](mailto:personel@blum-novotest.us).