



MARKETING AND COMMUNICATIONS MANAGER (M/F/D)

Located in Bissen / Luxembourg

Your responsibilities

- Developing an integrated strategic marketing plan to advance the company's brand identity within the marketplace, with the public, and internally
- Broadening the awareness of the company's vision, corporate strategy, and product portfolio
- Refining company's core messages to ensure brand consistency
- Maintaining business intelligence on competitors, newcomers, and stakeholders within IEE's business eco-system
- Monitoring issues, trends, news and social media conversations and reacting/responding appropriately with ideas and strategies
- Enhancing meaningful relationships with targeted, high-level external audiences
- Establishing regular contact with politicians, political advisers, and public bodies to keep them informed about the organisation's work and policy concerns
- Cultivating and maintaining strong media relationships, managing trademarks and supporting global lobbying initiatives promoting the company's market position
- Planning, developing, and managing the creation and distribution of high-impact, valuable, and engaging content to support the acquisition, retention, and engagement goals of B2B audiences
- Developing and executing global marketing communications initiatives, including product launches, tradeshows, and customer and corporate events
- Serving as the executive editor for the development, production and maintenance of the company's internal and external communication vehicles, including the main website, marketing materials, publications, newsletters, invitations, and flyers

Your profile

- An academic degree in Marketing, Communications, Public Relations and / or Engineering
- Minimum of 5 years of experience in strategic marketing / communication and product marketing
- Government and industry relations are considered an asset
- Understanding major societal, business and technology trends impacting the automotive sector (knowledge of industrial and healthcare sector are considered an asset)
- Solid familiarity with common B2B social platforms and how to efficiently leverage these channels to deliver compelling company communications
- The ability to confidently communicate and present
- Excellent interpersonal, verbal and written communication skills
- The ability to prioritize projects and multitask
- Strong organizational skills and the ability to work under tight deadlines
- The ability to work autonomously in an international environment
- Creativity, team spirit, and a pro-active attitude are imperative
- Proficiency in written and spoken English is required, fluency in another language, especially German or French, is considered an asset

If you are interested in this role, please send your application via our [career page](#).

For further information please check our website www.iee-sensing.com.

ADVENTURE. TECHNOLOGY.

For more information please check our website <http://careers.iee.lu/> or follow us on 

a
sense
for
IEE
innovation