



Wir bei Magirus geben täglich unser Bestes, um Feuerwehrleute und Katastrophenhelfer in aller Welt mit der innovativsten und zuverlässigsten Technologie zu unterstützen. Mit über 150 Jahren Erfahrung gehören wir zu den weltweit bekanntesten Herstellern von Brandschutzfahrzeugen und Feuerwehrausrüstung. Unser Spektrum umfasst erstklassige Löschfahrzeuge, Drehleitern, Rüst- und Gerätewagen, Speziallösungen, Pumpen und Tragkraftspritzen. Magirus gehört zur CNH Industrial Gruppe, die mit 26 Mrd. Dollar Umsatz und mehr als 64.000 Beschäftigten in 180 Ländern eine führende Rolle im globalen Markt für Investitionsgüter spielt.

Für unsere **Abteilung Branding, Communication & Digital Marketing** am **Standort Ulm** suchen wir **ab sofort** einen

MANAGER (M/F/D) MARKETING, COMMUNICATION & PR MAGIRUS GROUP

Your tasks:

Responsible for all Marketing, external Communication & PR activities within the Magirus Group, especially:

- / Development & implementation of Brand Management and Brand Strategy
- / Development of objectives, planning and adjustment of all marketing activities
- / Planning, organization and execution of fairs and events (national and international)
- / Development and execution of Marketing communication (e.g.: print and online, social media, product brochures, company-website)
- / Development of CI and CD
- / Public Relations (Development, coordination and control of all PR-releases)
- / Customer-Relationship-Management (Implementation of a new CRM system)
- / Reports to: Director Sales & Marketing Magirus Group

Requirements:

- / Master or bachelor's degree in economics / marketing preferred
- / About 10 years of professional experience of which some years spent in a role of high responsibility or management function
- / Strong Marketing background
- / Excellent knowledge in brand management, brand building and modern marketing technologies
- / Strategic thinker and hands-on, results-oriented implementer
- / Minimum 3 years of experience with automotive products, esp. in the B2B segment
- / High affinity to modern technical products and commercial vehicles
- / Excellent communication skills (fluent German and English) and strong intercultural skills
- / Management ability, able to motivate a team with precise objectives
- / Change management skills, proactive problem-solving abilities

Are you interested? Then please send your application documents to:

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