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SETTING. YOU
DISCOVER THE
POSSIBILITIES.



Explore the possibilities of the LAPP Group
www.karriere-blog.lappgroup.com

Strategic Marketing Manager

Headquartered in Stuttgart, Germany, LAPP is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. In the 2016/17 business year, it generated consolidated revenue of 1,027 million euros. LAPP currently employs approximately 3,770 people across the world, has 17 production sites and around 40 sales companies. It also works in cooperation with around 100 foreign representatives.

Your Tasks:

You are responsible for the continuous improvement and monitoring of the LAPP brand world. You design the brand architecture and define brand objectives. Another focus are our worldwide marketing initiatives: You plan, coordinate and control the main marketing initiatives with the 3 regions together with the Board (marketing plans, campaign management, and similar). Moreover you define the appropriate standards, processes, structures and control mechanisms to increase the efficiency of all LAPP Group marketing initiatives. Monitoring, developing and complying with the corporate design in the LAPP Group are also in your responsibility.

Your Profile:

- Degree in Business Administration or similar with an emphasis on marketing
- At least 5 years of experience in the strategic marketing sector or relevant professional experience – at least 2 years international experience
- Project management experience with international project members
- Reliable in the handling of MS-Office-programs
- Fluent in English, German beneficial but not required
- Intercultural competencies and organizational abilities
- Communicative, willing to perform, a team player and the ability to consider the view and the interests of others

If you want to bring a breath of fresh air to your career planning, please send us your application including the information of availability.

Our HR manager Friederike Jensch, Phone +49 711 7838 9810 or email friederike.jensch@lappgroup.com will be able to give you further information.

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