

We are looking for a motivated employee to join our team:

Marketing Manager Injectables (f/m/d)

full-time (40 h / week)

About Alma

Alma Lasers stands for highly specialized laser and light technologies, radio frequency and ultrasound systems as well as innovative, multifunctional platforms for medical aesthetics, dermatology, gynecology, plastic surgery and cosmetics. With 25 years of experience in the market, we are one of the leaders in our industry in DACH and worldwide, and would like to further expand this position together with you.

The main office of Alma Lasers GmbH with the European headquarters for technical support, the extensive marketing & clinical team and warehouse is located in Nuremberg, Germany. Further branches are based in Austria and Switzerland. With a team of about 40 people, we support our customers in all matters in the complete DACH region.

In your role as **Marketing Manager Injectables**, you will report directly to the Director of our **new Business Unit Injectables** in DACH.

Your responsibilities:

- » Development of marketing plans
- » Implementation of marketing and communication campaigns incl. digital marketing
- » Monitoring and measurement of campaigns effectiveness
- » Planning and execution of workshops, events and industry conferences
- » Budget planning and management
- » Brand management including product launch in the market
- » Continuous quantitative and qualitative analysis of markets, competitive intelligence
- » Cross-functional cooperation with other departments including global Marketing, Sales, Clinical and EBD teams

Job Requirements:

- » University degree in marketing or comparable training
- » Relevant and well-founded professional experience (5-7 years)
- » Experience in brand management in the medical field, ideally in aesthetics
- » Experience in new product launches
- » Entrepreneurial mindset with a strong drive to outperform the market with the brands under responsibility
- » Strategic thinking combined with a hands-on mentality
- » Very good analytical skills
- » Project and event management skills
- » Business German & English (fluent)
- » Thinking out of the box
- » Excellent communication skills (written and verbal) and presentation skills
- » Willingness to travel

This is something you can look forward to:

- » Permanent employment with development opportunities
- » Flexible working in the „mobile office“ and on site with customers
- » Varied and challenging field of activity in the subsidiary of a globally active company
- » Comprehensive familiarization with the product range of a world market leader
- » The opportunity to work independently and contribute your own ideas
- » Internal and external training for professional and personal development

Have we caught your interest?

We are looking forward to receiving your application!

Please send your detailed application documents, stating your availability and salary expectations, by e-mail to: bewerber@alma-lasers.de

If there are any questions about this position, please contact Mrs. Anna-Maria Otto-Seegel, Human Resources, via phone: +49 / 911 / 89 11 29-49.