



WE THINK LIGHT FOR YOU

Marketing Specialist (m/f/d)

in Schorndorf

When a luminaire is switched on anywhere in the world, Vossloh-Schwabe makes a decisive contribution to ensure that everything runs smoothly. We are developers and manufacturers of LED systems, i.e. we deal with everything that is needed to illuminate any life situation. With Headquarter in Germany and over 500 employees the Vossloh-Schwabe Group is a technology leader in the lighting sector with several international production sites and a global sales network.

Your tasks

- Strategic planning, creation and publication of content via our social media channels, as well as their management and maintenance
- Creation of social media content for sales for product and company marketing
- Establishment, administration and further development of the product information management system
- Design, maintenance and further development of our website and website content in accordance with corporate design
- Design and creation of internal and external (print) documents, presentations and marketing materials
- Management and maintenance of intranet content
- Planning, organization, implementation and management of events (e.g., trade fairs, customer events, webinars)
- Further development in the area of e-commerce

Your profile

- Successfully completed studies in the field of marketing and/or communication or similar training
- Several years of professional experience in marketing as well as experience in media design and graphic design
- Confident handling of Adobe Creative Suite (InDesign, Illustrator, Photoshop) and CorelDRAW as well as common MS Office applications, especially PowerPoint
- Knowledge of social media management and content creation
- Understanding of and interest in the interplay between graphics, design and trends
- Experience in event planning and implementation is an advantage
- Knowledge of CMS and PIM systems for website development is an advantage
- Independent and structured way of working as well as self-initiative
- Very good written and spoken German and English skills

Your benefits



Challenging
and versatile
activities



Mobile working
up to two days
a week



Promotion of
professional
development



Allowance
for company
retirement plan



Discounts
via our
employee store



Company
events

We are looking forward to receive your complete application documents, ideally in one file, stating your salary expectations and availability to Nadja Zinßer at jobs@vossloh-schwabe.com