

Product Manager for the German market

We are looking for an experienced colleague to join our team, who will participate in marketing activities in the field of medical devices and cosmetics on the German market.

Job description:

- Responsibility for the implementation of product marketing strategies
- Work with sales data, CRM system, preparing targeting and segmentation
- Active development of relationship with KOL's
- Active cooperation with colleagues and creation of B2B strategy
- Active participation in the field – KOL's visits, organization of campaigns, work with distributors in the field of marketing, double call's with sales representatives)
- Implementation of B2C strategies (online, newsletters, social networks, PR, etc.)

We require:

- Knowledge of German language: speaking and writing, high level of knowledge
- Experience in the field of marketing / product management (at least 4 years)
- Experience in the field of online marketing (knowledge of web promotion and online campaign implementation required)
- Orientation on sales goal achievement (cooperation with the sales department)
- Knowledge of English at a communicative level
- Independence

We are looking for colleague from German or from Czech Republic with knowledge of German language.

The company offers a team of experienced people in the field, their willingness to learn new colleague and pass on their experience.

If you are interested, send a cover letter and CV to info@heaton.cz.

