



## Product Marketing Communications Manager (f/m/d)

**Committed, dynamical and with a passion for precision, we revolutionise the world of measurement and survey.**

Innovative and reliable end-to-end solutions are our winning formula. With your passion for our products as well as your creative and persuasive concepts and campaigns, we can strengthen our market position as a leading manufacturer of accurate measuring instruments. Join our team and make your visions come true!

### This appeals to you

- Communicating the benefits and value of digitalisation with measurement technologies to the construction industry
- Being the responsible product marketer for a set of construction-focused measurement solutions
- Working together with product management and regional marketing teams to create industry focused campaigns
- Being responsible for multi-channel marketing communications for product launch and segment campaigns
- Producing compelling content and executing multi-channel marketing campaigns that resonate with the construction industry
- Being target focused to deliver on-time and on-budget

### This is you

- University degree or equivalent qualification, preferably in Marketing, Communication or Media
- Minimum of 3 years of work experience, preferably in an international B2B environment in a field related to the construction industry
- A data-driven thinker, comfortable with digital marketing technology (e.g. Social Media, content marketing/automation, SEO/SEM and more)
- Strong stakeholder management skills, helping you thrive within cross-functional teams

- Excellent attention to details, proactiveness and hands-on mentality combined with a project-driven mindset
- Fluent written and verbal communication skills in English; German language skills would be beneficial

## About Us

Our innovative solutions and products are characterised by the highest efficiency and reliability. Help us to improve the future and join us working on a global success story. Find out more about [Leica Geosystem, part of Hexagon](#) and become part of something bigger.

## How can I apply

If you are interested in this challenging and varied position, then we look forward to receiving your online application! Due to the privacy policy, we accept applications only via the application form. In case you are a recruitment agency please contact [us](#).

### **Leica Geosystems AG** **Human Resources**

Heinrich-Wild-Strasse  
CH-9434 Heerbrugg

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### Additional information

Location **Heerbrugg**

Position type **Full-time employee**

Start of work **Jun 8, 2020**

### Responsible

Kathrin Lehnert