Our client is the German subsidiary of a very successful US group of companies in the field of ‘equipment and accessories for the gardening, agricultural, farming and forestry industries’. The products are sold in more than 110 countries worldwide and stand for excellent quality, sophisticated user-friendliness, safety, environmental compatibility, efficiency and innovation. The group of companies is on a clear and profitable international growth path.

Marketing Manager (m/w/d) Stuttgart

Key Responsibilities:

1. Category Strategy and Optimization:
    - Develop and execute comprehensive category strategies
    - Conduct in-depth category analyses to identify growth opportunities
    - Optimize product assortments - pricing and promotions
    - Build a Go to market strategy for new products developed
2. Trade Marketing:
    - Collaborate with sales and marketing teams
    - Create compelling promotional campaigns, displays, and merchandising strategies
    - Analyze trade promotion effectiveness and make data-driven recommendations
3. Cross-Functional Collaboration, Data Analysis & Market Research

Your Experience & background:

- Bachelor Degree in Economics, Marketing
- You have a sound command of the marketing mix in the direction of the relevant retail customers (mass markets in the DIY environment and specialist retailers) and, above all, have proven experience in category marketing, preferably also trade marketing
- Your language skills in German and English (written and spoken) are fluent - another European language is an advantage

Our Client offers to you:

- The advantages and career opportunities of a successful, internationally positioned and innovative group of companies
- An extremely large and sustainable organisational framework
- A modern, very open and appreciative corporate and management culture

If you are interested in this exciting job opportunity, then please forward your application (CV, reference letters) per Email to Mr. Dietrich Groth. We will treat your application with strict confidentiality.

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