



**Brüel & Kjær Vibro**  
a spectris company

# Marketing Expert (m/f/d)

Brüel & Kjær Vibro (B&K Vibro) is one of the world's largest independent suppliers of machinery protection and condition monitoring systems for rotating and reciprocating industrial machinery, such as pumps, turbines, compressors, motors, generators and gearboxes. Our offering comprises hardware, software, sensors and all the required services, training, and consulting to install, use, and apply our solutions.



B&K Vibro is looking for skilled and experienced Marketing Expert to join our global marketing. Ideally, candidates would work from either our offices in Gardnerville, USA or in Naerum, Denmark, but we will also consider home-based candidates eligible to work in either Europe or USA.

Acting as a Marketing Expert for both the Industrial and Wind Business Divisions, you will create a brand strategy for our Machine Protection, Condition Monitoring, Engineering and Remote Monitoring Services that creates a lasting impression of the "Vibration to Value" message for customers, investors, media, the general public and employees alike. Through development of marketing activities and communication strategies you will increase customer brand awareness and engagement, supporting a global network of direct and channel sales teams by executing localised marketing campaigns that build pipeline and help achieve overall business goals.

## Your tasks:

- Responsible for identifying, shaping and executing growth opportunities to increase pipeline through corporate marketing
- Monitor and evaluate the effectiveness of marketing activities which retain existing customers and develop new business
- Interact with key stakeholders such as Sales, Product Management, Development and Services on a daily basis
- Develop and support external agencies and freelancers to supplement the skills available within the marketing team

## Your profile:

- Degree in Marketing and/or 5 years equivalent qualifications/relevant experience in a B2B role
- An understanding of the Industrial Business Sector
- Demonstrated ability to thrive within a team environment, interacting with colleagues in remote locations to deliver marketing projects
- Outstanding communication skills and able to explain complex topics in an easy and understandable way
- Strong stakeholder management skills
- The ability to generate compelling digital and traditional content, turning technical propositions into good stories
- Calm under pressure and able to manage projects to tight deadlines
- Creative thinker, able to provide innovative marketing ideas and solutions
- Analytical mind, used to monitoring data and turning insights into actionable tactics
- Fluent in German and English

In addition to intensive incorporation and continuous training courses in technical subjects as well as training in soft skills, we offer you an attractive working environment, a fair pay and a varied range of tasks.

You benefit from flexible working hours and interesting development opportunities within our company. If you recognize yourself in our description, please send your complete application in English to our Human Resources Department ([career@bkvibro.com](mailto:career@bkvibro.com)).

B&K Vibro is an equal opportunity employer and all applicants will be considered for this position without regard to national origin, gender identity, sex, sexual orientation, color, religion, veteran or disability status.



[www.bkvibro.com](http://www.bkvibro.com)

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