



Brüel & Kjær Vibro

A member of the NSK Group

Marketing Automation Specialist (f/m/d)

Brüel & Kjær Vibro (B&K Vibro) is the world's leading independent supplier of advanced electronic systems and software for protecting and monitoring rotating machinery, for example turbines, compressors, pumps, fans, blowers, generators and many more.

Part of the NSK Group, we are forerunners and pioneers in providing intelligent solutions to ensure uptime for our customers' rotating machinery.



Do you want to work in a growing medium-sized technology company that offers interesting challenges? Do you want an appreciative working environment, a high level of independence and clear responsibilities? With a corporate culture that has an international focus based on strong values?

B&K Vibro is looking for a skilled and experienced marketing automation professional, with a solid and proven experience in the implementation of successful marketing automation processes, to join our Global Marketing team.

Reporting to the Global Marketing Director you will help developing and implementing effective and profitable marketing automation strategies and processes to build pipeline and both attract new and retain existing customers through promotions of our Condition Monitoring solutions.

Your Mission:

- Liaise with media partners/agencies to establish digital media plans, improve performance, and drive innovation in campaigns
- Take responsibility for email marketing development, execution, and evaluation including segmentation, testing and deployment
- Define, propose, integrate and optimise B2B customer journeys for efficient marketing communication into the marketing automation system (Pardot/Salesforce).
- Understand and evaluate campaign metrics, create reports to improve segmentation, increase engagement/interaction, and recommend channels based on insights
- Manage marketing automation processes by proactively researching and implementing best practices and industry standards
- You focus on customer experience and satisfaction and act as an advocate for the customer within the business to ensure this happens

Your profile:

- You have a degree in business administration, marketing or media informatics or higher or comparable training with several years of experience in online marketing
- You already have a proven track record in developing and implementing marketing automation strategies and processes
- Ideally, you have worked in an industrial company and have a solid understanding of digital channel best practices including email, social, PPC, webinars, etc. and how to leverage them in multi-channel activities
- You have strong analytical skills and independent time and project management are an integral part of your structured way of working
- You have excellent knowledge of MS Office, Pardot and Salesforce as well as ideally basic knowledge of HTML/CSS
- You are fluent in English and have excellent written communication skills. Other languages would be a distinct advantage.

We offer an attractive working environment, fair pay and a diverse range of tasks. You will benefit from flexible working hours, option to working from home and many career development opportunities within our company. If you think you recognize yourself in our description, please send your complete application, including your earliest starting date and salary expectations, in English to our Human Resources department (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

Brüel & Kjær Vibro GmbH | Human Resources | Leydheckerstrasse 10 | 64293 Darmstadt | Germany Email: career@bkvibro.com