

# Marketing Manager (m/f/d)

(11955)

## Direkt placement

### Welcome to spp direkt – IT & Engineering

We are currently looking for **Senior Marketing Manager (m/f/d)**, **Head of Marketing (m/f/d)** or **Managing Director (m/f/d)** for our customer at various locations across Europe (Frankfurt in Germany, Paris in France, Madrid in Spain).

As specialists in job placement, we offer applicants attractive positions with exciting tasks in renowned companies.

### Your Benefits:

- **Strategic brand leadership** in a **global automotive company**
- **Opportunity** to shape **brand localization & market identity**
- **Cross-border collaboration** with **headquarters** and **global teams**
- **Exposure** to **high-profile brand campaigns** and **auto shows**
- **Competitive compensation** with **performance-related incentives**
- **Professional development** and **growth** within **international markets**

### Your Tasks:

- Support China head in departmental management
- Define and implement localized brand positioning & communication strategies
- Plan and execute brand marketing campaigns, launches & events
- Manage tenders & processes with local communication agencies
- Produce and distribute localized promotional materials
- Drive product communication (USP definition, launches, auto shows, regional activities)
- Monitor media channels, manage user interaction, fan engagement & crisis PR
- Oversee dealer brand communication activities
- Build and lead a localized brand team

### Your Profile:

- Bachelor's degree in journalism, media, marketing, advertising, or related fields
- Several years of experience in automotive brand management
- Proven expertise in brand positioning, communication strategy & campaign execution
- Strong track record in event planning and brand activations
- Fluency in both, English as well as the respective local language (German, French, or Spanish)
- Solid leadership background in managing brand teams
- Work location: local market

Note: All terms are intended to be gender-neutral.

## Kontaktdaten für Stellenanzeige

Thinking about a change? Don't worry, it stays between us!

### spp direkt Frankfurt GmbH IT & Engineering

Poststraße 2-4

60329 Frankfurt am Main

Phone: +49 69 2562291-30

Email: [tech-jobs@spp-direkt.de](mailto:tech-jobs@spp-direkt.de)

Subscribe to our WhatsApp channel now and never miss one of our job openings. [Click here.](#)

We look forward to receiving your application.

[Impressum](#)