



Marketing & Communications Specialist (m/f/d)

For our marketing department we are looking for an open-minded employee (m/f/d) with passion for B2B marketing in full-time.

Your key challenges and responsibilities:

- Planning and control of the performance strategy for new products
- Realization of campaigns for lead generation (paid media)
- Planning and production of informative, entertaining and consultative content (e.g. brochures, key visuals, ads, videos, white papers, etc.) with internal & external interfaces
- Organization, implementation and follow-up of virtual and physical customer events, conference and trade fair participations
- Selection, management and close cooperation with external service providers
- Establishment and maintenance of intensive collaboration with product management and sales team

Your profile:

- Several years of operational experience in performance marketing (ideally in B2B marketing or agency environment)
- Experience in using graphics / image editing programs and tools such as Google Ads, YouTube Ads, Google Analytics
- Completed commercial training or university degree, e.g. in marketing or communications
- Affinity for science, technology and products in need of explanation
- Self-confident and structured thinking and working, communicative and friendly appearance, high team ability, very good solution and result orientation
- German language skills on level C1 as well as English language skills on level B2

Your benefits:

- Very good compatibility of family & career
- Permanent employment contract with flexible working hours & possible home office hours
- Active health management with in-house sports and massages
- Company pension plan and other attractive social benefits
- Responsible job with short decision-making processes and professional development opportunities
- Intensive training, mentoring and employee academy
- Very good transport connections (Adlershof S-Bahn station)

Have we aroused your interest? We look forward to receiving your application via our website <https://www.picoquant.com/careers>

PicoQuant is an owner-managed, internationally active high-tech company dedicated to the development and manufacture of devices for electro-optical measurements. Our dynamic team comprises around 100 people from a wide range of professional, scientific and engineering backgrounds. As a company, we offer high-quality products as well as future-proof jobs that are as individual as our customers and employees.

www.picoquant.com/careers

