

LISTEN UP, WE ARE **HIRING!**

WANTED: MARKETING SPECIALIST SENIOR (M/F/D)
VIERNHEIM, GERMANY

Are you looking to further your career? Want to work for an ever-expanding company that offers an **international, dynamic, and multicultural environment**? With enhanced employment conditions and modern working tools, Briggs & Stratton might be the place for you! We're looking for a candidate with a **minimum of 7 years' practice in the Marketing Brand & Communications environment**, specifically in project and campaign management with a good knowledge in digital marketing. Sounds like you? Then what are you waiting for? **Apply now!**

What we're offering you



A **multicultural**, diverse team – and work in a truly international environment!



A **competitive benefits** package including an attractive company pension scheme and annual salary reviews.



Flexible working times, a hybrid working model and a competitive vacation package that ensure a **good work-life-balance**.



An independent Employee Assistance Program **available 24/7** to help you become more **successful** at home and at work.



The opportunity to further **develop** your skills and role within the company.



A company that **recognizes** outstanding work – with positive feedback and an official Employee Recognition Program.



An extensive **Employee Perks** Program, offering a multitude of discounts around the globe.

THE **ROLE**

You'll be given the opportunity to

- Play a **significant role** in forming the future online and offline communications strategy of Briggs & Stratton brands.
- Develop and implement B2B and B2B2C marketing activities or campaigns and **execute communications** across different channels, including online and social media, to build the credibility of our brand.
- **Measure and evaluate campaigns**, create reports, and give recommendations for future activities.
- Coordinate exciting events and **trade shows** across the region.
- Manage **public relations** and communications activities.
- Create **best-in-class digital content**, marketing materials and promotional collateral.
- Work in **close cooperation** with our international agencies, executing activities based on our overall marketing strategy.



Who we're looking for

You will fit into our dynamic Marketing team if:

- You have an **in-depth understanding of B2B and B2B2C** marketing practices, both online and offline, as well as public relations.
- Handling multiple different projects, such as **campaigns** or events, independently, timely and within budget is no news to you.
- You show a great willingness to get the job done yet have an **attention to detail**.
- You enjoy working in an international team and collaborating cross-functionally. Excellent verbal and written **communication skills** are definitely a must! And even better if you already have some team **leadership experience**.
- Preferably, you have some experience with Photoshop and Creative Suite. Hands-on experience with relevant **digital marketing** systems, such as Content Management Systems, Website Analytics and marketing Software Automation tools would be a nice-to-have.
- You are business fluent in **English** and **German**. Additional European languages, such as French, Swedish, Italian or Polish, can be an advantage.
- You have a **minimum of 7 years'** proven work experience in the Marketing Brand & Communications environment as well as a Bachelor's degree in Marketing, Communications or a related field, or equivalent education and experience.

HOW TO **APPLY**

If you are interested in this position, apply by uploading your CV and Cover Letter in the form below.

You would like to learn more about this exciting role? Ring +41 55 415 12 41 and ask to speak to Mrs. Kristen Rickenbach or send an email to rickenbach.kristen@basco.com.



MEET BRIGGS & STRATTON - WE ARE GLOBAL!

Briggs & Stratton, headquartered in Milwaukee, Wisconsin, provides innovative products and diverse power solutions to help people get work done. Briggs & Stratton is the world's largest producer of engines for outdoor power equipment, and is a leading designer, manufacturer and marketer of lithium-ion battery, standby generator, energy storage system, lawn and garden, turf care and job site products through its Briggs & Stratton®, Vanguard®, Ferris®, Simplicity®, Snapper®, Billy Goat®, Allmand®, SimpliPhi®, Branco® and Victa® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in more than 100 countries on six continents.

Briggs & Stratton is committed to a policy of equal employment opportunity. The Company conducts all employment practices without regard to race, sex, color, religion, national origin, age, disability, protected veteran's status, pregnancy, genetic information, sexual orientation or any other basis prohibited by law. Briggs & Stratton also undertakes affirmative action to assure equal employment opportunity for minorities and women, for persons with disabilities, and for protected veterans.

