



Your expertise. For the safety solutions of tomorrow.

MSA development, production and sales of professional safety equipment and gas detection technology: We are „The Safety Company“. We have been developing products that save lives for over 100 years – from innovative harness systems to smart gas detection devices. Customers in 140 countries put their lives in our hands every day. Our more than 4,700 employees in 42 locations worldwide accordingly take on great responsibility. Together we pursue one objective: We make the lives of workers in action safer.

For our team in **Warsaw** (Poland), we are looking for a highly skilled and motivated

Customer Marketing Manager (m/f) First Responder Segment – Europe

In this position, you focus on driving pan-European and local demand creation initiatives to support business objectives in all European regions, with a supporting focus on Central and Eastern Europe (CEER). You are responsible for driving demand in the Fire Service Segment, while supporting Military and Police Segment, utilizing a mix of outbound and inbound marketing activities with strong focus on digital channels. You actively collaborate with Product Line Managers, MarCom team, Sales teams as well as Channel Partners and you report to the Senior Marketing Manager, First Responder Segment, Europe.

Your tasks on our team:

- You research, develop and manage comprehensive demand creation programs, such as product launch activities and promotional programs for short and long term profitable growth of the First Responder segment.
- You drive effective customer acquisition and retention in Fire Service, Military and Police Segments, by creating segment oriented marketing tools, ensuring cross media representation, growing customer's segment knowledge and working closely with sales and product group teams.
- You build brand recognition in the First Responder Segment by expanding our capabilities to exploit digital media and digital channels, such as e-newsletters, web portals and campaigns as well as contacts to main safety organizations.
- You develop and manage our Channel Partner's marketing and communication activities, by creating channel marketing programs, improving marketing-related communication with distributors, supporting distribution channel development and supporting integrated marketing activities.
- You monitor the competitive landscape and gather market intelligence on competitive activities, market trends and competitive promotional actions.

Your profile: Expertise meets experience

- You have been working in marketing with focus on demand creation for at least 2 years. Past experience in Sales or Customer Service is also possible.
- You completed a 5 years business degree with specialization in marketing or an appropriate technical degree plus relevant experience.
- You are able to work well across different countries.
- You have the ability to work well cross-functionally.
- You are an analytical and innovative thinker with the ability to plan and organize.
- You are fluent in English.
- You are willing to travel, especially in CEER, about 25 % of your work time.
- You have previous experience in the First Responder Segment.
- You have previous experience in Respiratory Protection Products.
- You are experienced in Digital Marketing and Customer Relationship Marketing.
- You already have expertise in conducting trainings face-to-face or in webinars.
- Preferably, you have additional European language skills in addition to English.

MSA as an employer: What makes us unique

Only with the best employees are we able to remain a leader of innovation. We provide the ideal environment for our employees:

- **Individual career paths:** We offer various development prospects on the basis of personal wishes and talent.
- **Flexible working hours:** Alongside our flexitime model, there is also the option of working from home.
- **Swift decisions:** We combine the stability of an established company with the functioning of a young technology enterprise.
- **Fantastic team:** Benefit from the diversity of your highly qualified colleagues and work with them to further hone your skills!

Interested?

We are looking forward to receiving your application. Please send your application documents in English with details of your desired salary and earliest start date by e-mail to: Karriere@MSAsafety.com

MSA Technologies and Enterprise Services GmbH

Thiemannstr. 1, 12059 Berlin, Tel. +49 (0)30 6886-1856, Fax -1558