



## ABOUT K.HARTWALL

Our mission is to revolutionize the way logistics is done and to support our customers with their current and future logistics challenges to support them to be the leaders of their industry.

We are a privately-owned company with a global scope. The company, founded in 1932 in Finland, has grown over the years to employ today around 230 persons and have a presence in over 15 countries and a turnover of approx. 100M€ in 2021.

In 2018 K.Hartwall acquired majority shares of A&A Logistic Equipment GmbH based in Heidenau where the more advanced part of our product offering – i.e. tigger trains and AGVs - is designed and manufactured. Today, our Heidenau branch counts 35 employees and serves customers such as Webasto, BMW, Volkswagen, ZF, the Home Depot or Valmet Automotive.

To further support the growth ambitions of K.Hartwall Automation and build a strong marketing presence for our AGV and Tigger train offering we are looking for

### **Marketing Manager (m/f/d)** in Heidenau/Metropolitan Region Hamburg

In this new position, you have a central role in increasing awareness and supporting sales for K.Hartwall's AGV and tigger train product lines. Furthermore you will support the marketing activities of the complete K.Hartwall product line in DACH and Europe.

#### **What is your job description:**

You will be responsible for creating and hands-on implementing a marketing plan for K.Hartwall Automation that will create awareness to support our growth strategy. The main tasks include:

- Creation and implementation of a comprehensive marketing and branding plan incl. budget in cooperation with Head of Marketing and Head of Automation
- Development and production of marketing material in cooperation with external partner
- Planning and execution of marketing activities including fairs and own customer events
- Translation or review of the translation of marketing material into German to ensure the quality and terminology



## What is your profile:

- As part of the job is working within a multicultural team, you are an excellent communicator and like to interact with people
- You have a strong drive with a dynamic hands-on approach to create marketing material including product brochures, datasheets, marketing videos etc.
- You have several years working experience in relevant roles i.e. creating and implementing marketing and branding plans in a marketing agency or as team leader or member of a corporate marketing team
- Fluent in written and spoken in German and English is mandatory, any additional language is welcome

To succeed in this position, you need to have a genuine drive to support the success of the company and fit in the K.Hartwall corporate culture. At K.Hartwall we believe in fair rewarding, open communication and respect for each other. We also believe that work should be fun as you do your best work when you like what you do.

To know more about our employees, company and solution offering. please check:



You can also take a sneak peek at our premises and people in Heidenau [here](#).



Have we sparked your interest? Please send your application to Jeromin Personal und Beratung: [jeromin@jeromin-personal.de](mailto:jeromin@jeromin-personal.de). For initial information please call Janet Jeromin (phone +49 04181 – 2325911 ).