



Marketing Manager

Photonic Design Automation software

Job Description:

VPIphotonics, a premier provider of professional simulation software for classical and quantum optical communication systems, integrated photonics, and fiber optics, offers a position in its headquarters in Berlin, Germany.

The Marketing Manager will oversee all marketing activities, including calendar management, digital and print advertising, event planning, graphic design, and social media management, focusing on enhancing the company's brand image and driving engagement. We are looking for a creative and organized marketing professional with a strong background in digital marketing, exceptional graphic design skills, and a proven ability to manage marketing initiatives proactively.

Salary will be negotiated depending on the candidate's qualifications and experience. If you would like to be considered, please send your resume to jobs.gsm@vpiphotonics.com

Responsibilities:

- Plan and execute digital advertising campaigns to increase brand visibility and generate leads
- Create marketing materials, graphics, and visuals to support campaigns and initiatives
- Create and distribute press releases to promote company achievements and product launches
- Plan and coordinate tradeshows, ensuring a compelling presence and lead generation
- Manage and maintain the company's social media presence

Qualifications/Experience:

- 3+ years of marketing experience; a strong background in planning and executing campaigns
- Knowledge of digital marketing strategies, including SEO, SEM, and social media marketing
- Familiarity with graphic design tools) and ability to guide design projects effectively
- Experience in exhibition and tradeshow planning, including booth design and logistics
- A proactive self-starter who can independently manage projects and make data-driven decisions

Skills and Abilities:

- Excellent organizational skills to coordinate multiple marketing activities and initiatives
- A creative thinker proposing constantly new ideas to enhance the company's branding/image
- Strong communication skills to collaborate with teams and convey marketing messages
- Data-driven decision-making; ability to measure the effectiveness of marketing campaigns
- Proficiency in using MailChimp for newsletter creation and distribution
- Strong proficiency in managing social media platforms

About VPIphotonics

VPIphotonics sets the industry standard for end-to-end photonic design automation comprising design, analysis and optimization of components, systems, and networks. We provide professional simulation software and consulting services. Our award-winning solutions are used extensively in R&D and by product design and marketing teams at hundreds of corporations and academic institutions worldwide.

For more information, visit www.VPIphotonics.com.