



Fargo Automation is part of the Koerber Group a globally active enterprise driven by Technology and Innovations in machinery business. Fargo Automation is active in the pharmaceutical and medical device sector with focus on automation of processes for our customers. We develop and engineer machines for handling of syringes, packaging lines for medical devices from thermoformer up to palletizer and we offer customized solutions in those fields.

Marketing Communication Specialist

Responsibility

- Internal und external marketing of products and services
- Develop and implement marketing concepts for relevant target groups
- Create target group content e.g. brochures, videos, success stories, graphics, pictures etc.
- Plan and organize trade fairs, congresses and events
- Develop new ideas and implement sales-supporting measures and tools
- Manage digital marketing campaigns
- Set up marketing campaigns in CRM
- Manage search engine marketing: SEA and SEO
- Ensure a consistent marketing communication across all channels
- Work and coordinate with outside professional vendors to complete projects
- Monitor budgets by comparing and analyzing actual results with plans and forecasts

Requirements

- Degree in Marketing, Strategic communication or similar
- 5-10 years' experience in a marketing role covering the core marketing activities
- Self-driven personality with willingness to shape the marketing of a growing company
- Ability to understand technical products and to emphasize the benefits for the customer
- Self-evident handling the digital communication media and the usual work programs
- Well organized working habits combined with a strength in written communication
- Team player who worked international and is able to work cross-functional on different levels

Our Offer

- Modern work environment with open culture towards improvements and new ideas
- Global operating company with a wide customer basis and a growing business
- International cooperation within group-expert network to implement corporate wide concepts
- Working in a team who is focusing on customer requirements
- Attractive compensation package including health, dental, vision insurance and retirement plan