

Madeira Garnfabrik - a world leader in the thread industry for over 100 years.

**A family business with tradition and a future
- become part of our team!**

*Do you love developing product portfolios over the entire life cycle, digging deep into the core knowledge of a hidden textile champion, understand the needs of our global B2B customers and adapting this information into state-of-the-art communication over all relevant media channels? Then join us. We are a global manufacturer of premium-quality machine embroidery threads and supplies. Exporting in over 100 countries with 60 partners and 10 subsidiaries, we are looking to reinforce our HQ marketing team. Join a vibrant, international team, seeking talented individuals like you and become part of our exciting project. **Apply now!***

Product marketing manager textile industry

(m/w/d)

Your job:

- Plan, develop and drive our product portfolio on an international scale over all relevant communication channels, including expansion and extension strategies
- Lead and manage marketing activities and instruments for product categories, product groups or communication campaigns to increase sales and generate leads
- Product and price positioning on challenging global markets
- Identify key market opportunities for development, market trends and customer requirements, as a whole and within industry sectors
- Analysis of market and competitor data as well as customer demand
- Accountability of defined KPIs, costs and other controlling measures

Your qualifications:

Master's degree in textile technology or equivalent with minimum 3 years of experience in product /marketing management in an international environment. In-depth Knowledge and skills in textiles required (yarns, fabrics, interlinings, etc.), embroidery know-how is appreciated. Your curiosity will make training fast and easy and while you strengthen our team at our Freiburg HQ, we will teach you everything else about our exciting business.

- Proven skills in on- and offline marketing and communication
- Entrepreneurial mind-set, implementation strengths and target-oriented approach
- Team player with excellent communication and presentation skills
- Fluent business English and German, spoken and written mandatory.
- Strong project management, problem-solving, & analytical thinking skills

Your benefits

A great job in Freiburg, one of the most attractive cities in southwestern Germany, with high recreational value, short distances, and an above-average work-life balance. Become part of a dynamic team in an international company that is responsible for the global sales & marketing of the Madeira industrial division.

Are you curious?

We look forward to receiving your full online application (CV, references, expected salary) at bewerbungen@madeira.com

