

Marketing Communication Manager

At a glance

We are currently hiring a Marketing Communications Manager responsible for managing the design, implementation, and management of various online & offline communication strategies and activities.

Job description

You will work with all teams in the company to develop and align the marketing strategies and activities. You will have the responsibility of all online and offline strategies and activities.

Your responsibilities will include:

- Developing and executing a results-driven, multi-platform communications strategy and plan in line with corporate and brand direction while reflecting local priorities
- Creating and managing all marketing materials and collateral in line with brand direction
- Implementing, driving, and managing online marketing activities, including webinars, social media, SEO/SEM, demand generation, leads generation, etc.
- Implementing, driving, and managing all offline marketing activities, including exhibitions, conferences, etc.
- Tracking the effectiveness of various campaigns and course-correcting as required
- Managing communications spend and work with vendors and agencies to create and/or localize communications and marketing activities and develop supporting assets
- Leading the planning and implementation of PR and initiatives related to the brand

You are best equipped for this position if you have:

- You have a degree in Marketing, Business Administration or a related field.
- You have prior experience in a similar role of at least 5 years.
- You are proficient in developing, executing, and measuring demand generation programs that keep customers and prospects engaged throughout the funnel.
- Strong knowledge of content development and SEM.

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- A strong network of PR and media contacts would be highly advantageous.
- You have exceptional verbal & written communication skills.
- You have a high level of attention to detail, including a proven ability to simultaneously manage multiple competing priorities.
- You have excellent interpersonal skills and are adept at building relationships with different stakeholders.
- You have strong communication skills; ability to communicate inside the company and outside the company.
- Fluent communication skills in English. German, Chinese language skills is a plus.