



SCHMIDT + HAENSCH is one of the world's leading manufacturers of optical-electronic measuring instruments for laboratory and industry. With the development of our measuring instruments and refractometers for analysis in pharmacy, chemistry as well as in the food industry, our employees ensure that our international customers are one step ahead in their markets.

**For immediate reinforcement of our sales department in Berlin we are looking for a**

**Digital Marketing Manager (m/w/d) – German and English speaking**

Your area of responsibility includes overseeing multi-channel digital marketing campaigns, generating sales-leads and driving the company's digital innovation forward. By connecting your knowledge of the digital world with the company's internal requirements, you will help to enhance brand awareness and optimize processes such as resource planning, CRM and corporate communication.

**Your profile:**

- Completed university studies, e.g. Bachelor's or Master's degree
- Content enthusiast – you know your way around multi-channel communication and social media and you feel confident in creating content for the company
- Confident in driving digital change: implementing new tools and optimizing digital processes
- Knowledge of google products such as analytics
- Basic knowledge of SEO/SEA
- Knowledge of content management via Wordpress and WPML
- Independent, structured, self-reliant and result-oriented way of working
- Communication skills in German and English, both written and spoken
- High ability to work in a team



**SCHMIDT  
HAENSCH**  
family-owned since 1864  
*150 years of quality*

#### **What we offer:**

- A pleasant work environment in the city of Berlin
- An exciting field of activity with many insights into B2B
- Experience in digitalization and change management
- Being part of a motivated team
- Flexible working hours

#### **Does this catch your interest?**

Then we look forward to receiving your complete application documents with your salary requirements and possible availability.

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