

MARKETING MANAGER (M/F/D)

ADVANCED CERAMICS



VILLACH FULL-TIME

IMERYS is seeking a dynamic and strategic Marketing Manager(m/f/d) to join our Advanced Ceramics team. Reporting directly to the Sales Director, you will define and implement market strategies aligned with segment positioning to meet medium-term sales targets. You will collaborate with cross-functional teams to uncover insights and develop strategies for both new and existing products, ensuring market growth and customer satisfaction.



APPLY NOW



COME AND JOIN A WINNING TEAM

YOUR CHALLENGE:

Market and Segment:

- Identify market trends and customer insights, translating them into actionable business recommendations.
- Segment the market to tailor Imerys' offerings to customer needs.
- Develop a multi-mineral product solution offering with clear value propositions and pricing strategies.
- Define and optimize routes to market and distribution channels.
- Build and maintain relationships with key stakeholders in the value chain.

New Ideas and Opportunities:

- Identify and analyze new business opportunities within application segments.
- Lead or participate in new product development projects, from documentation to commercial launch.
- Define product mix (product, price, package, positioning, promotion) and ensure cohesive internal communication.
- Collect and analyze customer feedback on new products to drive continuous improvement.
- Support sales managers in expanding their customer portfolios and generating new business leads.

Cross-Functional Support:

- Develop sales enablement tools and continuously train the sales team.
- Enhance Imerys' presence in the segment through trade shows, social media, and website content.
- Provide high-level content for external communications, including the website, brochures, and social media.

YOUR PROFILE

- Preferably Engineering degree or PhD in Material Science or Chemistry OR Bachelor's in Business/Marketing, with 7+ years of industrial marketing experience.
- Strong marketing skills and understanding of the B2B business, especially in raw material.
- Proven experience in developing marketing plans and campaigns.
- Strong project management, multitasking, and decision-making skills.
- Expertise in Google Analytics and digital marketing as well as proficiency in web analytics and business research tools are a plus
- Strong business acumen with excellent analytical and critical thinking abilities.
- Collaborative, with strong communication and presentation skills.
- Ability to influence and interact effectively with people at all levels.
- Fluency in English (international environment)..

WHAT WE OFFER

We offer a professional career by world leader in mineral specialties for industry, with competitive yearly salary starting at 85.000 EUR gross. The employment is in accordance with the collective salary and wage agreement for employees of the Chemical industry. We offer a higher compensation depending on your expertise and skills. Additionally, we offer a comprehensive benefits package.

 FLEXIBLE WORKING TIME	 COLLECTIVE ACCIDENT INSURANCE & LIFE INSURANCE	 COMPANY DOCTOR	 COMPREHENSIVE EDUCATION & TRAINING OPPORTUNITIES
 REIMBURSEMENT OF TRANSPORTATION COSTS	 DIVERSE TEAM	 INTERNATIONAL ENVIRONMENT	 EMPLOYEE DISCOUNTS
 HOME OFFICE	 PARKING SPACES & CONNECTION TO PUBLIC TRANSPORT	 COMPANY CANTEEN	 SCIENCE CUTTING-EDGE TECHNOLOGY

We are looking forward to receiving your application!

ABOUT IMERYS

The world leader in mineral-based specialty solutions for industry, with over 14,000 employees and over 200 sites worldwide, Imerys delivers high value-added, functional solutions to diversified sets of industrial sectors, from processing industries to consumer goods. The Group draws on its knowledge of applications, technological expertise and its material science know-how to deliver solutions based on beneficiation of its mineral resources, synthetic minerals and formulations. These contribute essential properties to customers' products and performance, including refractoriness, hardness, conductivity, opacity, durability, purity, lightness, filtration, absorption and repellency. Imerys is determined to develop responsibly, in particular by fostering the emergence of environmentally-friendly products and processes.

Imerys is an Affirmative Action and Equal Opportunity Employer and it is our policy to not discriminate against any employee or applicant because of race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, genetic information, disability or any other status protected by federal, state or local laws.