



Marketing Manager, Germany – ACS International

ACS International, Ltd. (ACSI) is a wholly-owned subsidiary of the American Chemical Society. ACSI is comprised of representatives that serve the scientific community worldwide. Employees represent products and services provided by ACS divisions, including ACS Publications and CAS (SciFinder® and STN®) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

ACS International is currently seeking a Marketing Manager based in Germany.

Position Summary

This position is responsible for strategizing, executing, and implementing localized marketing strategies in Europe, Middle East & Africa in alignment with the CAS brand and in strong collaboration with the CAS corporate marketing division. The position is desired to execute the marketing strategies and plans established by Marketing Division in HQ to meet the needs in the territory in collaboration with Customer Success and Business Development leadership and local regional sales teams. The role will establish the efficient adaptation process needed to penetrate the corporate marketing strategies into the territory with the local language and cultural norms. It will develop and implement the marketing plans for the following aspects.

1. CAS Brand Elevation
 - Develop and implement localized comprehensive marketing strategies through enterprise events, tradeshow, PR, and campaigns with the local language and cultural norms, coordinating with Marketing Division in HQ
 - Deliver the CAS corporate messages in various European languages proactively to resonate with the local market
 - Initiates, translates and executes localized marketing projects or campaigns to enhance customer relationships and promote CAS branding
 - Develop a CAS direct presence in the territory and builds up additional channels for effective communication
 - Support and reinforce the CAS website in local languages to be a vital communication hub for the territory
 - Supports media communication adoption and translation
 - Maintains and reports customer information through the CAS channels and CRM system
 - Gathers and communicates local/regional market information to CAS staff to enhance the marketing and product development strategy planning functions
 - Ensure that the European Customer Success and Business Development groups are informed about corporate marketing initiatives
2. Lead Generation
 - Identify industry segments and new logos for any of CAS products and solutions through the intensive market research, in particular, for the new verticals
 - Establish a workable methodology for lead generation through enterprise events, tradeshow, PR, and SNS
3. Marketing Support/Coordination for Agents
 - Supports Agents for the needs of marketing materials consistent with the CAS Marketing policy and strategy to fully utilize Agent's customer support capability

Minimum Education/Experience/Technological Knowledge

- Bachelor's Degree or equivalent
- 5+ years of relevant experience in international marketing in Europe
- Strong writing and editing skills
- Strong grasp of marketing fundamentals

- Demonstrated experience in publishing, information solutions software and/or scientific organizations.
- Experience marketing chemistry-related products and/or information/intellectual property preferred.
- Strong team player is required to work within a small team and contribute to the positive team spirit. Effective interpersonal skills. Able to communicate effectively across all levels of management in a highly matrixed and/or agile environment.
- Strong communication and interpersonal skills.
- Demonstrated self-motivation and initiative.
- Ability to work independently and with a matrix organization.
- Ability to build relationships and influence others.
- Ability to speak, read and write in English, German and at least one of the following languages: Italian, Spanish, Portuguese or French (preferred).

To apply for a position, please submit your cover letter and CV to careers@acs-i.org