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## Marketing Communication Manager

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Our client, a leading pharmaceutical manufacturing company, is seeking a dynamic Marketing Communications Manager to join their Marketing and Communications Teams at their state-of-the-art plant site in Mainz. In this pivotal role, the successful candidate will conduct strategic marketing initiatives designed to elevate the company's brand presence and drive stakeholder engagement within the pharmaceutical industry. They will work closely with cross-functional teams to develop impactful content and manage comprehensive communications strategies, both internally and externally.

### THE POSITION

- Conceptualize and manage the international production and syndication of various marketing materials and campaigns, including the website, print, email, social and display advertising campaigns together with the team and external agencies.
- Monitor, analyze, and adjust the campaigns to defined KPI's and visualize data for the management (Google Analytics, Salesforce, Tableau).
- Keep track of the marketing budget (incl. preparation of forecasts) as well as various campaign budgets and check invoices, offers and services rendered.
- Communicate and support trade partners, this also includes the control of design guidelines, media management and most important the adaption of our campaigns and measures for their (mostly online) channels and events.
- Provide creative input and support the Marketing and Communications team as well as our Product Management and Sales teams with various content (text, image, video), which you create partly yourself and partly with external support.

### REQUIREMENTS

- You have a bachelor's /master's degree with a focus on marketing/communications/media or comparable.
- Proven track record and sound knowledge (at least 5 years of professional experience) in marketing communications, ideally you have worked for a manufacturer and implemented marketing strategies on various channels, especially digital and on live events.
- Experienced in interacting with clients and stakeholders and developing and maintaining good relationships.
- Strong agency management know-how (or agency experience).
- Hands-on experience with SEO, Google/Data Analytics, CMS (e.g. Magento) and social media.
- Creativity in content creation - able to create one or more types of content (text, image, video) independently or with little assistance.
- Experience in budget management and auditing.
- You have a very good command of English (corporate language) and fluent German.
- An open, assertive and at the same time empathetic and team-oriented person.

