

Marketing Manager

in Norwalk, Connecticut

As an integral member of the 3Dconnexion sales and marketing team in the United States, the Marketing Manager is responsible for planning and executing marketing objectives to drive awareness and sales of the company's product range. The manager will analyze market trends and customer insights to define the annual communication plan in the US.

Job Responsibilities

- Plan and execute direct communication to existing and potential target groups (end users, SMB customers and key account representatives).
- Utilise 3Dconnexion website in addition to other online platforms and tools to drive awareness, capture and nurture leads and gain customer intelligence.
- Develop and maintain local press contacts, influencers and social media communities with support of local PR agency.
- Work closely with local sales teams to support the effort for key account engagement.
- Develop, plan and execute channel marketing programs (via VAR, hardware reseller, workstation OEM).
- Organize and manage main CAD industry events and tradeshow.
- Local implementation of corporate marketing programs and assets.
- Quarterly monitor, review and report on all marketing activity and results.

Skills and Requirements

- Master, Bachelor or similar degree in Marketing/Communication
- B2B marketing experience (ideally in the High-tech and/or CAD industry)
- Excellent verbal and written communication skills
- Experience in using CRM and marketing automation systems
- Experience in channel marketing (distributors, hardware resellers)
- Motivated, pro-active, energetic and creative
- Ability to be a team player with a success driven approach

Conditions

- 3Dconnexion Inc. is an at-will employer
- Medical, Dental and Vision plans
- 401 (k) with company match
- 4 weeks PTO accrued yearly
- Working Location: Norwalk, Connecticut

About 3Dconnexion

3Dconnexion® is the leading provider of award-winning devices for 3D design and visualization professionals. 3Dconnexion mice provide an intuitive, natural way to interact with computer-generated 3D content and support today's most popular and powerful mechanical engineering, media, entertainment and architectural CAD applications.

3Dconnexion is headquartered in Norwalk, Connecticut, with EU headquarters in Munich, Germany and offices worldwide.

3dconnexion.com

 [youtube.com/3dconnexion](https://www.youtube.com/3dconnexion)

If you are interested in being part of the 3Dconnexion team in an international, growth oriented company, please send your complete application (CV + motivational letter) with the reference MAR_MNG_US via email to Marion Long:

Marion_Long@3dconnexion.com

Contact information

3Dconnexion Inc.
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Norwalk, CT 06854