



**The European Machine Vision Association - EMVA currently represents 100+ members from 22 nations and promotes the development and use of machine vision technology.**

To lead and further develop EMVA's PR and marketing activities we are looking for the

## Marketing Manager (m/f)

### Your Tasks

- Develop EMVA marketing strategy in line with growth objectives.
- Define the market communication strategy
- Hone EMVA's value proposition as industrial association
- Plan and control the marketing budget
- Overall responsibility for branding and CI
- Analyze the market positioning of comparable industrial associations
- Define target groups
- Plan and implement promotional campaigns
- Coordinate marketing campaigns with Sales
- Manage and improve lead generation campaigns, measure results
- Monitor and report on effectiveness of marketing communications
- Prepare marketing content and oversee internal and external resources
- Create and publish all marketing material in line with marketing plans
- Engage in hands-on market communication

### Your Profile

- Marketing and/or sales experience in the field of Machine Vision, Automation or similar industrial sectors
- Familiarity with vision technologies, market dynamics and main players
- Command of traditional and modern marketing channels and tools
- Excellent communicator
- High level English language skills
- Strategic, analytic but also creative thinking
- Strong project management skills
- Self-motivated and driven by success
- Hands-on mentality

### Apply Today

This offer fits with what you are looking for?  
We are happy to receive your CV at [luebchemeier@emva.org](mailto:luebchemeier@emva.org)

### What We Offer

- Attractive leadership position in a highly innovative environment
- High degree of freedom
- Flexible contract conditions
- Home office based

### European Machine Vision Association

Gran Via de Carles III  
Barcelona, Spain  
[info@emva.org](mailto:info@emva.org)  
[www.emva.org](http://www.emva.org)

