

## Director of Marketing and Communication

### Job description:

- Understanding the functionality of the company's products and building the products identity from scratch according to these functionalities;
- Responsible for creating, implementing and measuring the success of an efficient marketing and communications program that will enhance the company and the product's position within the marketplace;
- Anticipating and leading client perceptions of the products, and taking any necessary action steps required to obtain the results;
- Conceiving and coordinating the making of all the marketing and communications materials destined to the marketplace, including publications, brochures, websites, by managing the appropriate service providers internal and external;
- Identifying the optimum channels of communication for promoting the products and maintaining these channels;
- Performing periodically international market researches and elaborating marketing studies;
- Performing activities of client profiling and market segmentation;
- The ability to travel to international exhibition and organizing, from the marketing point of view, the company's participation in international fairs;
- Organizing marketing campaigns for specific products and client types;
- Managing the marketing budget and complying with budget limits granted;
- Managing the human, physical and other allocated resources, monitoring the strict adherence to the defined deadlines and quantifying the results;

### Job requirements:

#### **Essential requirements:**

- Minimum of 3 years in marketing management, in at least 2 different environments;
- Fundamental understanding of product management;
- Demonstrated experience in leading cross-functional teams;
- Ability to effectively manage staff;
- Strong written and verbal communication skills, including presentation skills;
- Ability to work effectively in a professional manner with technology staff, business stakeholders, management and others outside the organization;
- Ability to work independently, self-motivated with ability to drive projects;
- Proficiency English language;

#### **Desirable requirements:**

- Demonstrated previous experience in **autonomously** developing identity and marketing campaigns;
- The ideal candidate should prove a fulfilling previous experience in developing **from scratch** the identity and marketing for a non-affiliated product or company;
- Second foreign language;

## Benefits:

- Motivating salary package
- Executive medical insurance
- Bonuses per project
- Professional challenging environment with exposure and interaction with global market
- Flexible environment, dynamic team, foreign languages classes
- Access to multiple facilities: elegant lounge room, indoor swimming pool and a spacious parking place.

## About us:

Established in 2002, **Gemini CAD Systems**, a company with Romanian capital, provides leading edge software and hardware technology for cutting flexible materials, being a major player in european and international market, with offices in over 35 countries. Headquartered in Iasi, the company offers solutions developed by its own research and development teams to more than 16,000 customers all over the world. From local businesses to world leading companies, in a wide range of industries, such as automotive, furniture, fashion, aircraft and navigation, our customers choose the Gemini solutions for being some of the most reliable and innovative in the world.

## Others:

- Location: Iasi
- Contract type: Permanent