

MARKETING MANAGER (M/F/D)



iiM GmbH



Suhl, Germany



From 1 Dezember 2025



Full-time (35h)



bewerbung@iimag.de



0151 / 18058510
Applying via WhatsApp

Exaktera is a portfolio company of Union Park, specialising in the manufacture of critical lighting solutions for OEMs, where illumination is essential for defining performance and ensuring business-critical operations. Exaktera's premium brands – **Advanced Illumination**, **autoVimation**, **iiM**, **ProPhotonix**, and **Z-Laser** – are used across a wide range of applications and end markets, supporting the growing demand for industrial automation and enabling improvements in quality, efficiency, productivity, and safety. We currently have locations in the UK, Ireland, Germany, and the United States.

We are seeking an experienced **Marketing Manager (m/f/d)** to lead and coordinate marketing activities across for the **LUMIMAX® LED** product portfolio. This is a high-impact role responsible for driving demand generation, managing brand positioning, and executing marketing campaigns that support business growth across different customer segments and regions.

The ideal candidate brings a blend of technical understanding, strategic thinking, and hands-on marketing execution, with a strong background in Salesforce, Pardot (or related marketing automation tools), and B2B demand generation.

KEY RESPONSIBILITIES

- Plan and execute marketing activities for LUMIMAX® brand, ensuring alignment with the brand's positioning and Exaktera's overall corporate strategy.
- Campaign Management: Develop and manage integrated marketing campaigns across digital, content, email, and events focused on lead generation and nurturing through the customer journey.
- Marketing Automation: Manage and optimize campaigns through Pardot, Salesforce, or equivalent platforms. Set up automated workflows, nurture programs, and reporting dashboards to track performance.
- Demand Generation: Build and execute data-driven demand generation programs to drive qualified leads for sales teams and channel partners.
- Segment-Based Marketing: Develop and tailor marketing campaigns for specific market segments (e.g., industrial automation, logistics, food inspection) to improve relevance and conversion.
- Content and Collateral: Collaborate with product management, applications and sales to produce technical content, case studies, whitepapers, and sales tools that highlight brand strengths and applications.
- Performance Tracking: Analyze campaign performance and ROI across brands, providing regular reports and actionable insights to improve results.
- Cross-Functional Collaboration: Work closely with product managers, sales, and other marketing managers to ensure cohesive messaging and effective lead follow-up processes.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business, Engineering, or related field (MBA or Master's degree a plus).
- Minimum 5 years of B2B marketing experience, preferably in industrial technology, electronics, or automation sectors.
- Technical aptitude to understand LED, laser, or machine vision technologies.
- Proven experience managing multi-segment marketing programs.
- Strong hands-on experience with Salesforce and Pardot (or similar marketing automation and CRM platforms).
- Demonstrated success in demand generation, lead nurturing, and marketing funnel optimization.
- Strong analytical skills; able to interpret data and translate insights into actionable strategies.
- Excellent communication and project management skills, with the ability to manage multiple stakeholders and priorities.

WHAT WE OFFER

Work-Life-Balance: Flexible working hours that allow you to organise your day independently.

Wellbeing & stability: A modern, secure, and long-term workplace with a high level of personal responsibility.

Personal development: Access to free coaching and training opportunities to support your professional growth.

Salary & benefits: An attractive salary, including a company pension scheme.

Additional perks: Choose between monthly tax-free vouchers, company health insurance, or a DB Job Ticket.

Fitness & sustainability: Take advantage of our bike leasing scheme and commute to work by bicycle.

Team spirit: Enjoy an inspiring and friendly team atmosphere every day.

Event feeling: Join us for team activities such as skiing trips, hikes, sports events, barbecues, and much more.

Shape your future with us – apply now via email or WhatsApp!*

Contact

iiM GmbH measurement + engineering

Contact person: **Ms Romina Leutbecher**

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