



Our foresight. Your inspiration.  
Plant tomorrow's ideas.



## Marketing Expert (all gender) - Nordics & Baltics

The Marketing Expert (all gender) - Nordics & Baltics is responsible for the cross-crop marketing development and operational day to day marketing support activity activities for Sweden, Norway, Finland, Estonia, Latvia and Lithuania. Tasks and responsibilities include but are not limited to: support of existing teams and the management, growth of digital channels and platforms, development of local product and brand campaigns in response to business requirements, and implementation of relevant campaigns and initiatives.

This exciting unlimited and full-time position offering is a hybrid role located in either Einbeck (Germany), Thriplow (UK) or Remotely (Sweden).

### Your new challenge:

- Key contact for Country Managers and Regional Directors for marketing activities.
- Identification, communication and implementation of locally suitable marketing strategies in line with business goals.
- You support profitable growth with customer centric marketing approaches.
- You are responsible for market analysis and customer insight.
- Drive "digital first" marketing activities including management, launch and growth of channels and platforms.
- Marketing planning and KPI setting as well as monitoring.
- Agency briefings for content requirements.

### Your profile:

- University degree in Marketing, Digital Marketing or similar.
- Experience in building omni-channel marketing campaigns across the digital marketing mix with a focus on website and social platforms.
- Knowledge of Performance Marketing, SEO and analytics.
- Experience in CRM and customer journey management, Salesforce CRM knowledge is a Plus.
- Experience working across countries and regions within a remote environment is desirable.
- Strong communication, influencing and networking skills across all levels of an international organization.
- You are a team player with the confidence to bring new ideas to the table.
- Good organizational skills with the ability to work independently and autonomously.
- Fluency in English, with other languages (German, Danish, Swedish, Estonian, ...) desirable.
- You are open to travel within Europe up to 50%.

### What we can offer you:

- As one of the world's leading plant breeding & family-owned company we live a culture with the values "proximity, reliability, vision and independence", which is lived in practice
- Flat hierarchy with open communication
- We create appropriate framework conditions: yearly target bonus and competitive compensation package, etc.
- True to our motto: "Make yourself grow!" we promote individual professional and personal development

Would you like to develop your potential and grow at KWS?

Then we look forward to receiving your application in English (short cover letter, resume, relevant certificates) via our online portal.

### About KWS

KWS is one of the world's leading plant breeding companies. Over 5,000 employees in more than 70 countries generated net sales of around €1.5 billion in the fiscal year 2021/2022. A company with a tradition of family ownership, KWS has operated independently for 165 years. It focuses on plant breeding and the production and sale of seed for corn, sugarbeet, cereals, vegetables, oilseed rape and sunflower. KWS uses leading-edge plant breeding methods to continuously improve yield for farmers and plants' resistance to diseases, pests and abiotic stress. To that end, the company invested more than €285 million last fiscal year in research and development. For more information: [www.kws.com/career](http://www.kws.com/career). Follow us on LinkedIn® at <https://linkedin.com/company/kwsgroup/>.

