



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



## Marketing Manager

We, KWS Osiva S.R.O, are looking for a hands-on, doer Marketing Manager to drive all marketing initiatives in collaboration with our sales, product management, and logistics teams.

Your primary mission will be to boost sales through the development and execution of both online and offline marketing strategies. You will oversee all marketing activities for our crop portfolio, ensuring that our brand and communication strategies are perfectly aligned with our global vision. Your efforts will encompass customer, product, and service communication. Additionally, to your day-to-day operational marketing activities, you will have 0.5 FTE reporting to you.

This position is to be filled as soon as possible, in full-time and with a permanent employee contract.

### Key Responsibilities:

- Implement centrally developed strategies and tools from our Headquarters in Einbeck, ensuring alignment with global marketing strategies.
- Develop and utilize CRM systems to support sales teams and implement advanced digital and offline sales and product support tools.
- Conduct training sessions for sales and product teams and develop customer segment concepts with key stakeholders.
- Elevate our brand presence through innovative marketing strategies and activities.
- Organize and manage online and offline events, including webinars, field days, exhibitions, and seminars.
- Oversee budget and marketing controlling responsibilities, ensuring effective internal communication and alignment with strategic goals.

### Your Profile:

- Proven experience in operational digital and traditional marketing channels, with a knack for bridging marketing and sales. Ideally you have a background in agriculture or at least have a basic knowledge of agriculture.
- Exceptional communication and networking skills, capable of influencing and effectively conveying information to both external and internal stakeholders at all levels
- Strong analytical skills and a results-driven mindset
- Ability to adapt to new trends and tailor solutions to KWS needs
- In-depth understanding of CRM systems and their application
- Experience in organizing and coordinating impactful events
- Excellent project management skills
- Fluency in Czech and English
- Willingness to travel within the Czech Republic and abroad (up to 25%)

This role is ideal for someone who thrives in an operational and execution-focused environment. If you recognize yourself in this advertisement, we are looking forward to receiving your online application.

### About KWS

KWS is one of the world's leading plant breeding companies. Nearly 5,000 employees in more than 70 countries generated net sales of around €1.68 billion in the fiscal year 2023/2024. A company with a tradition of family ownership, KWS has operated independently for almost 170 years. It focuses on plant breeding and the production and sale of seed for sugarbeet, corn, 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 €300 million last fiscal year in research and development. For more information: [www.kws.com/career](https://www.kws.com/career). Follow us on LinkedIn® at <https://linkedin.com/company/kwsgroup/>.

Our data privacy policy for candidates is available on [www.kws.com/dataprotection](https://www.kws.com/dataprotection). Please select the country where the job you applied for is posted in and, if applicable, the specific business unit.