



To strengthen its organization, Carlo Gavazzi Controls is looking for the following position:

## **International Marketing Manager - Controls product line**

**Ref. IMM\_Co\_IT\_2302**

The candidate will manage the marketing team at Carlo Gavazzi Controls based in Belluno. Working week is a mix of 3 days in the office and 2 days remotely. Permanent contract.

### **Responsibilities**

- Development of marketing and communication strategy, Digital marketing, and promotional activities for Controls product line
- Content development and management of Controls product line for the Carlo Gavazzi website
- Development and management of Academy content/activities (business and product marketing)
- Traditional and Digital marketing of Controls product line for the sales organization
- Management of internal communication within Controls product line
- Organisation and management of Controls product line events

### **Education, competences and attitudes**

- Data analysis skills
- Consolidated experience in the marketing Four Ps (Product, Price, Place and Promotion)
- Electric/electronic industrial background
- Excellent interpersonal communication skills
  
- Degree in Marketing/ Digital Marketing and Communication
- >5 years of relevant professional and international experience in a comparable position in a B2B company and consolidated experience in digital marketing
- Good/excellent knowledge of written and spoken English
- Leadership attitude skills (development of team motivation)
- Workplace based in Belluno - Italy

Please send your CV to [fabio.dinca@gavazziacbu.it](mailto:fabio.dinca@gavazziacbu.it) indicating the reference of the position you are interested in (**Ref. IMM\_Co\_IT\_2302**).

Carlo Gavazzi Controls is a competence center of the Carlo Gavazzi group and is involved in the design and manufacture of solutions for energy monitoring, fieldbus, monitoring relays and timers for the global building and industrial automation markets.

Our products are marketed across Europe, America, and Asia-Pacific through a network of 22 own sales companies and around 60 independent national distributors.