



# Namirial



## We are looking for you as our new **Junior Marketing Specialist (w/m/d)**

joining our team based in Herrenberg on-site or remote within Germany as soon as possible

- **Do you like to market digital solutions that are in high demand?**
- **You're having a good technical understanding?**
- **Are you known for being able to explain complex topic easy to understand?**

If yes: Consider applying and continue to read

### **Your opportunity**

Namirial is one of the world's leading providers of digital trust services. Our solutions enable our customers to largely eliminate paper in their processes, especially when it comes to signatures, thanks to evidential electronic procedures. Our market will continue to grow strongly in the coming years - and further. You can grow with us. With the right aptitude, you can advance to a Marketing Manager role.

Your tasks are varied and diverse: You will promote solutions helping private companies and public administration to work faster, more conveniently and more efficiently. You will gain valuable insights into a variety of industries and business areas.

We deal with digital identities, electronic signatures, cryptography, biometrics, and artificial intelligence, among others. With these processes and technologies, we ensure the trustworthy digitization of processes in the private sector and public administration in 88 countries worldwide. Some companies have identified our solutions for electronic signature as their global standard. Our customers in Germany include Allianz, Daimler, Deutsche Vermögensberatung, FinanzInformatik and R+V.

More information about Namirial as an employer: [www.namirial.com/career](http://www.namirial.com/career)

### **Your new team**

Our international marketing team is looking forward to welcoming you. You report directly to the Namirial Head of Marketing and Communication. You can expect an experienced, well-coordinated, highly motivated team with a start-up spirit that really has fun at work.

Our prospective and existing customers value your new colleagues as reliable and trustworthy experts in the planning, implementation, and optimization of digitizing their processes - often for many years.

Check out the next page to learn more about your new role and your responsibilities



# Discover your next career step

## Your new role

Your tasks in marketing our products and solutions in our B2B environment are multifaceted. The role is also an ideal hub for a career as marketing generalist or a subsequent specialization in marketing disciplines such as content marketing, account-based marketing, demand generation, analyst relationship, market research, competitive intelligence, social media communication or public relations.

You don't need to know everything when you start with us. You just ought to be eager to add new skills to your profile and the desire to run projects independently over time. In your role you will interface with our teams in marketing and sales (direct, channel, lead development) located around the world. You are ready to travel a few days per month for engaging at trade events.

## Your responsibilities

- Co-develop, plan and execute events - in person (e. g. trade fair, partner conference) and online (e. g. webinars) and interact with service providers (e. g. event organizers)
- Co-develop, plan and implement marketing activities (e. g. lead generation initiatives driving new customer acquisition and pipeline generation outcomes)
- Plan and create content for websites, blog posts, social media (text, image, video), whitepapers and press releases
- Plan, produce and dispatch of target-group-specific content in newsletters and mailing campaigns
- Monitor and report competitor activities including customer data management in CRM
- Update presentations on company, products and services - ensuring compliance with the corporate messaging and design
- Support market screening and engagement with journalists and industry analysts

## Your experience

- Bachelor of Arts (BA), Bachelor of Science (BS) or equivalent experience in the field of (digital) marketing, media and/or communication or a comparable sound qualification

## Your skills

- Technical affinity, creativity, and hands-on mentality
- Team player with collaborative, proactive, and open work style
- Structured approach to work with good time and task management skills
- Outstanding written and oral communication in German (level: native speaker) and English (company language)
- Confident handling of Microsoft Office – especially Power Point
- Experience in using social media – e. g. LinkedIn
- Experience in using online meeting tools – e. g. Teams, Zoom, Google Meet
- Experience with Content Management Systems (e. g. Wordpress)

Check out the next page to learn about what to expect when joining us.



# We are looking forward to meeting you

## Additional advantageous skills

- Experience with collaboration tools – e. g. Google Workspace, Office 365, Slack
- Intercultural understanding – e. g. based on Work & Travel experiences
- Knowledge of graphics and video editing – e. g. Photoshop, InDesign
- Good written and oral communication skills in Italian
- Story-telling – e. g. in editing a blog, worked as trainee at a media outlet

## You can expect

- Attractive compensation package with flextime and trust-based working hours
- Contribution to the company pension scheme
- Mentoring by an experienced management team during a personalized onboarding phase
- Flat hierarchies with frank and open communication, short decision processes
- Friendly working atmosphere, "family style"
- State-of-the-art, ergonomic workplaces and technology in an award-winning, modern office building with free parking and excellent public transport connections (2 minutes to the IC train minutes' walking distance station); restaurants, stores, and the attractive medieval old town of Herrenberg within a few minutes' walking distance
- Possibility to work partially in home office
- Support for further training
- Promotion opportunities – e. g. to Marketing Manager
- Events with our team in Herrenberg and the teams in Europe
- Coffee, cold drinks, joint lunches, and a lot of appreciation
- Last, but not least: A job with a purpose: Converting paper-based processes into trusted digital ones is a contribution to fight climate change

After successfully completing the probationary period:

- Unlimited employment relationship
- Option of using a company mobile phone for private use

We are looking forward to meeting you

## Apply Now!

We look forward to receiving your compelling application with a possible start date and salary expectations via email [career-de@namirial.com](mailto:career-de@namirial.com).

In case if you have further questions, please feel free to contact us via email.

Namirial does not accept unsolicited recommendations or resumes from outside agencies.

We do not consider unsolicited recommendations for candidates and / or resumes from outside vendors, including, without limitation, recruitment agencies, paid recruitment services, and recruitment agencies. Should an external agency submit a resume or a candidate's application without first signing an agreement with the provider, this resume becomes Namirial property. Namirial expressly reserves the right to contact and hire such candidates without incurring any financial obligation to the external agency.

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