



## About Nippon Recruitment

*Nippon Recruitment specialises in international recruitment worldwide, with a focus on Japanese companies. On behalf of our customer, a multinational producer of machinery located in Almere, we are looking for a*

### **Product Marketing Manager, Almere (1014) Fluency in English, Product Development**

#### **Company information**

Our customer produces machinery and equipment which are being used for many applications in various industries.

#### **Job description**

As Product Marketing Manager, you will play a key role in pre and post product developments. You will report to the Head of Manager, Product Engineering and Marketing department.

- Working very closely with Sales team to understand market requirements in order to update existing products and work on future new product development
- Working closely with R&D in Japan for the same purpose as above
- Portfolio Management incl. performance and price positioning analysis, competitive analysis, to define key differentiators and value propositions
- Developing sales collateral and promotional materials with R&D and Branding, Content Marketing and Communication department to drive product awareness
- Educating internal/external stakeholders and proposing advertising and promotional strategies
- Taking a lead role in new model launch working closely across departments
- Total Product Management
- Training Sales and Dealer teams

#### **Job requirements**

In order to qualify for this versatile and challenging position, required are at least the following criteria:

- 10+ years of crawler excavator (or similar) Product Marketing, Product management, Engineering or Marketing experience
- Deep understanding of crawler excavators (or similar) basic engineering mechanism and market requirements are musts
- 3+ years of leading and managing teams
- University degree or equivalent, or MBA with marketing emphasis
- Ability to communicate with people who have different cultural background
- Deep understanding of full marketing process and able to perform data driven analysis and make strategic decision proposals
- Ability to lead and manage cross functional projects
- Ability to travel in and out of Europe for job site visits or dealer trainings, and to Japan for new products
- Near native English proficiency is a must, any other European languages is a plus
- In possession of valid work permit in the Netherlands (no sponsorship available)

Are you interested? Please send your CV to Izumi Sawada ([application@nipponrecruitment.com](mailto:application@nipponrecruitment.com)) or call: +31 6 3013 7769.