Position: B2B Digital Marketing Project Manager

Company: ROPEX Asia Co.,ltd

(headquarters Stuttgart, Germany - Internationalization expansion)

ROPEX is the leading specialist in the cutting and joining of thermoplastics and a globally expanding company headquartered in Germany. We are seeking an experienced and passionate B2B Digital Marketing Manager who will drive the company's digital marketing strategy, especially in China, South Korea, and other Asia-Pacific markets. This position will make an important contribution to the company's international business growth and enhance its global branding impression

Work location: Goyang City. Gyeonggi-Do

Salary: To be discussed.

**Job Main responsibilities:**

• Develop and execute B2B digital marketing strategies to drive market expansion and sales lead generation.

• Manage various digital marketing channels (such as SEO, SEM, content marketing, social media, email marketing, etc.) to enhance brand exposure and customer engagement.

• Responsible for developing online activities, webinars, and digital advertising strategies, optimizing promotion effectiveness based on market trends.

• Work closely with sales and product teams to coordinate the implementation of XFN marketing plans and drive lead conversion.

• Analyze market data, monitor and optimize marketing effectiveness, and continuously improve marketing strategies through data-driven methods.

• Potential to lead future digital marketing teams and participate in team management.

• Responsible for communicating and collaborating with external partners and suppliers to ensure the smooth execution of projects. description:

**Job requirements:**

• Bachelor's degree or above, with a background in marketing, international business, or related fields preferred.

• More than 3-5 years of B2B digital marketing related work experience, familiar with the Asia- Pacific. Extensive experience with digital marketing in the Chinese market is particularly preferred.

• Fluent Chinese and English proficiency, with a foundation in Korean

• Rich experience in using digital marketing platforms and tools, including Google Analytics, SEO/SEM, CRM tools, etc.

• Possess the ability to develop data-driven marketing strategies and be good at making wise business decisions through data analysis.

• Strong communication, organizational, and leadership skills, with team management potential preferred.

• Possess a global perspective and be able to adapt to work in a multicultural context.

**We offer:**

• Competitive salary and generous bonus incentives.

• Internationalization Career Development Opportunities, possible international relocation to work in the US in the future, as a global talent reserve for the company.

• Broad career advancement channels, flexible working environment, and a corporate culture that supports employee development.

• Access to global markets and direct participation in the company's Internationalization expansion strategy.