

WIP Renewable Energies is a company which provides high-level scientific and engineering services within the renewable energy and environment sector. WIP has over 30 years experience in Conference and Exhibition organisation and realisation. Among the activities undertaken by WIP is the conception, preparation, organisation and management of a series of high level and large-scale international conferences, e.g. EU PVSEC European largest Photovoltaic Conference, workshops, seminars and exhibitions in the field of renewable energies.

For our Event department we are now looking for a

## **Marketing and PR Manager (m/f)**

starting as soon as possible for fulltime or parttime in Munich.

Your responsibilities:

- Design and realisation of image campaigns
- Continuous development and implementation of marketing strategies, target group and positioning concepts for our events
- Strategic planning, coordination, conception and implementation of marketing campaigns (online and offline)
- Supervision and execution of market research projects
- Performing the advertising online/print/social media in cooperation with our graphics department
- Planning and creation of flyers, newsletters, texts and House Brochures
- Create and send mailings to our customers
- Press and public relations as well as internal and external communication
- Control and further development of our Internet appearances
- Close cooperation with other departments, including sales, graphic
- Coordination of external service providers
- Market and competition observations as well as identification of trend topics
- Contact person in all questions of PR and marketing

### WIP WIRTSCHAFT UND INFRASTRUKTUR GMBH & CO PLANUNGS-KG

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Geschäftsführer Projektabteilung Dr. Rainer Janssen, Geschäftsführer Dipl.-Ing., MBA INSEAD Hans Hammer



## Your profile:

- Several years of professional experience Marketing environment, B2B experience of advantage
- Strong sense of creativity and love for detail
- Excellent written and verbal communication in English and German; a creative writer with the ability to convert information to marketable communication
- Secureness in the creation of texts and advertising messages as well as an affinity to technical content
- Knowledge in the field of renewable energies desirable
- Basic knowledge of Google Analytics and Google AdWords
- Basic knowledge of Photoshop and InDesign desirable
- Willingness to travel

## You get this:

- An employment with attractive performance-based remuneration
- A varied activity with Opportunities to introduce ideas
- A very open working climate with flat hierarchy levels
- Cross-cultural and international working environment
- A working time that can be flexibly designed

If we have aroused your interest, then send your application with the earliest possible entry date and salary request to

Ms. Patricia Gerlinger | [patricia.gerlinger@wip-munich.de](mailto:patricia.gerlinger@wip-munich.de)

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**Information about Data Protection:** We will delete your application documents and all other data from you after completion of application procedure, latest after 6 months. For more information: <https://www.wip-munich.de/privacy-policy-gdpr>

