



ZOLL® has been committed to developing leading-edge resuscitation technologies for the military for over 25 years. From vital signs monitoring and defibrillation to critical care ventilation, ZOLL continues to be the standard of care chosen by military health care providers.

We are currently looking for our office in Cologne for an

“INTERNATIONAL MILITARY MARKETING SPECIALIST”

reporting to the Senior Marketing Manager International Military Markets, working in parttime (average 20h/week).

Purpose of the job:

To assist Marketing and Sales Management by planning and executing Marketing Activities, to help build brand awareness, to help create market share and to market the company's Military Defibrillation Products, Data Management Solutions and Services to Customers, Business Partners and Subsidiaries across our International Military Markets.

Overall tasks and responsibilities:

- Military Event Management
 - Managing Military Congresses and Tradeshows based on the overall International Military Tradeshow Plan
 - Research to identify new Military Congresses and Tradeshows, that would help to meet our business objectives and prepare the decision making process
 - Prepare for and manage assigned tradeshows/congresses in any aspect including Pre- and Postevent activities
 - Participate on-site if required
 - Develop and manage a Military Congress/Tradeshow concept that goes beyond the “standard” exhibition of products/solutions
 - Managing of the International Military Marketing Tradeshow Pool (located in Cologne, Germany)
 - Maintenance of actual list of demo equipment and its location for planning purposes
 - Managing SW Rev updates, turn around cycles as well as ordering process for new equipment
 - Managing completeness, cleanliness and functionality after equipment returns to the warehouse
- Marketing Communications
 - Definition, Planning, Execution and Fostering of the International Brand Building Process for Military Markets
 - Definition and Management of our overall International Media Plan for Military Markets
 - Analysis of current usage of existing Marketing Material for International Markets,
 - Tracking of existing marketing materials and assurance of local availability
 - Coordination of translation review of Marcom pieces as needed
 - Coordinates creation of Marcom materials as needed (advertising, brochures, newsletters,)

- Assists Business Partners with local MarCom pieces (materials, translation process, templates for MarCom pieces etc.)
 - Contact for distributors as to MarCom needs
 - Assures ZOLL corporate communication guidelines are followed
- o Managing Content of the Military iPad App
 - o Development of a Social Media Strategy for Military together with Senior Military Marketing Manager and US Marcom Team
 - o Content Creation and Promotion
 - Analysis of the International Markets and Business Model
 - Building and Maintenance of Promotional Partnerships with the Media
 - Manage and Promote Media Content using
 - Work closely with our US MarCom team on graphics and approval process
- Marketing Project Management
 - o Definition and Execution of assigned tactics supporting our International Military Strategic Objectives
 - o Planning, Implementation and successful Completion of assigned Projects:
 - Managing the Military iPad App and Driving its Usage across the assigned Sales Channels
 - Analysis of the International Competitive Landscape down to Customer Level and Management of the Competitive Database
 - Developing and Implementing a Concept for Managing the International Military Sales Demo Pool
 - o Market Analysis and Presentation of Results

Personal qualities

- Able to set priorities and execute with minimal supervision (self-directed)
- Customer-oriented work attitude
- Results oriented, Solution driven
- Hands-on, Pro-active
- Solid Analytic Skills
- Distinct Project Management Skills
- Excellent Communication skills (written and oral)
- Good command of personal time management (Can successfully manage multiple and different types of activities simultaneously)
- Experience in Campaign and Event Management with proven record of success
- Willing to do light physical work

Requirements

- Higher Degree in Marketing/Marketing Communication (Bachelor preferred)
- Military or military marketing experience
- Fluent in English (spoken and written) and min. one other European language
- Min. 5 years of experience in a marketing function (in the Medical Device Industry and or Military would be a PLUS)
- Good Computer skills (Microsoft Office)
- Willing to travel regularly



Please send your application including your CV, salary expectations and the earliest date you could start at, to bewerbungen@zoll.com or mail it to ZOLL Medical Deutschland GmbH, Marketing, Emil-Hoffmann-Str. 13, 50996 Köln, Deutschland.

For further questions, please contact us at GER-info@zoll.com.