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Local Marketing Communication Specialist, Northeast Europe

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Company: Mindray India

Location: Poland

Category: business-and-financial-operations

Local Marketing Communication Specialist, Northeast Europe Location: Warsaw, Poland
Become part of one of the fastest growing med-tech companies globally. Due to the rapid expansion of Mindray's success, Mindray Medical Poland needs a true professional based in Warsaw, with an established marketing experience. This is a tough, competitive market sector, our key competitors are amongst the largest healthcare companies in the world. We need a hardworking professional to focus on supporting the growth of our European business, through your professional approach to marketing. Responsibilities: Develop and produce high-quality, accurate, and compelling internal and external marketing communication contents including but not limited to brochures, social media posts, videos, articles, e-books, etc, in coordination with HQ Marcom/ local sales and marketing team/ third party vendors; Act as the key person for local marketing communication channel management, including but not limited to social media, website, EDM campaigns, media outlets, etc; Boost local brand awareness through local PR and constant local media relations maintenance and outreach; Provide organizational and marcom support to local online and offline marketing events to maximize local events values; Contribute to internal marcom reports and communicate regularly through meetings sessions or email exchange with HQ Marketing Communication team for report, project cooperation and experience exchange; Meet regularly with product lines managers and GM to collect successful case stories, excellent individual success experiences and reference site promotion Other ad-hoc tasks that are identified by HQ Marcom team or local management team. What are we looking for in you? Bachelor's Degree or above, preferably in Marketing, Communications, Business, PR, Commerce, or a related field Strong

written and verbal communication skills in both Polish and English, another eastern European language is an advantage Minimum 3 years' experience in digital marketing, social media, marketing communication campaign, and event management, etc. Preferred to have B2B experience in marketing/PR agency Knowledge in marketing communication research and analysis, SEO/SEM is a plus Must have high creative energy and the ability to distinguish nuanced scenarios Excellent multi-tasking, decision-making, interpersonal, and organizational skills Have strong team spirit; love cooperation, and team-work What's in it for you? With us you'll find an inclusive environment where you can be yourself and where everyone is driven by the same purpose – Better healthcare for all. This is a new position for candidates that are looking for a role with autonomy, accountability and responsibility, you are going to be critical in the success of our delivery through your customer service and organisation skills, and for this you will be well rewarded with a strong work / life balance, competitive salary, excellent benefits, a highly inclusive and diverse environment and opportunities for future career development in many areas. Mindray Europe, as part of the global Mindray business, offers a wide selection of bespoke benefits dependent on your location, along with a competitive compensation package and a commitment to a long-term working relationship. With industry leading training and development available to you, you are sure to have a highly rewarding and mutually beneficial, career with Mindray, in a culture that values honesty and fun! Our goal is to continuously improve and sustain an inclusive culture in which diversity provides deeper customer insights and creates a competitive advantage in the markets we serve. By attracting, developing, and engaging the best team of diverse, empowered associates, we help build success for ourselves and our customers. Follow us on LinkedIn Tweet us on Twitter @MindrayGlobal Check out our YouTube Page As English is our business language - please submit your CV and application in English.

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