

Product Marketing Manager (m/f/d)

Within start-up-like structures, we provide services to our customers in the automotive, aerospace and consumer goods sectors in a dynamic market. The business is built on materials, system solutions, components and services in the 3D printing sector and we work closely with global research platforms as well as BASF application technicians and cooperate with research institutes, universities, startups and industrial partners.

 **LOCATION**
Heidelberg / Homeoffice

 **COMPANY**
BASF 3D Printing Solutions GmbH

 **WORKING HOURS**
Full-time

 **CONTRACT TYPE**
Permanent

 **WORKING AREA**
Marketing & Communications

RESPONSIBILITIES

Join our team as a Product Marketing Manager (m/f/d) to develop compelling positioning and messaging that distinctly sets apart BASF Forward AM's products and solutions. You will provide comprehensive enablement to customer-facing teams including training, educational resources, content, and certifications for team members and partners. Lead marketing campaigns for product launches in collaboration with the Product, Sales, and other Marketing teams. Additionally, you will be responsible for managing the marketing lifecycle of products to maintain their relevance and appeal to the target market.

- Collaborate with the Senior PMM and PMs to conduct market research, identify customer pain points, assess leading competitors, and strategically position our product lines within the least competitive niches.
- Enhance the existing product marketing knowledge within the company and transform it into a comprehensive product marketing strategy. This includes developing unique selling propositions and crafting both horizontal and vertical messaging to differentiate us from competitors.
- Create compelling narratives around our leading product lines by identifying the 'sweet spot' of the market and our unique advantages. Adapt these narratives into clear and concise messages for marketing and sales.
- Drive the launch of new products by executing awareness and educational campaigns within the Additive Manufacturing industry.
- Oversee the launch of new products through the execution of awareness and educational campaigns within the Additive Manufacturing industry. This involves creating web pages, enablement materials, and fresh content
- Simplify and communicate complex Additive Manufacturing concepts, ensuring they are easily understood both internally and externally.
- Consolidate diverse knowledge from various Business Lines into a centralized and comprehensible information repository

ABOUT US

BASF 3D Printing Solutions GmbH, headquartered in Heidelberg / Germany, focuses on establishing and expanding the business under the Forward AM brand with advanced materials, system solutions, components and services in the field of 3D printing. To serve customers in the dynamic 3D printing market, BASF 3D Printing Solutions is organized into startup-like structures. It cooperates closely with the global research platforms and application technologies of various departments at BASF and with research institutes, universities, startups and industrial partners. For further information please visit: www.forward-am.com

At BASF, the chemistry is right. Because we are counting on innovative solutions, on sustainable actions, and on connected thinking. And on you. Become a part of our formula for success and develop the future with us - in a global team that embraces diversity and equal opportunities irrespective of gender, age, origin, sexual orientation, disability or belief.

QUALIFICATIONS

- Minimum of 3 years of experience in marketing, preferably in the 3D printing industry or a related field
- High-performing, fast-paced professional with a drive to succeed while maintaining a humble and positive attitude
- Demonstrated strategic and analytical thinking abilities
- Proficient in using marketing technology, tools, and AI to scale operations
- Ability to balance business, technology, and process requirements, with a customer-centric and commercially driven mindset
- Natural storyteller with the ability to connect and collaborate with senior stakeholders
- Proficiency in Content Management, Databases, Graphs and Designer Software
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- Fluent in English and German

BENEFITS

- Flexible working time model with home office option
- Start-up mentality with a "You" culture
- Flat hierarchies and an open, appreciative company culture
- Variable remuneration
- Company events and weekly cooking event
- Special holidays
- Pension fund
- JobRad
- Mobility Allowance
- Health programmes, e.g. fitness offers
- Subsidised lunch