




Senior 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 Senior 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 Product Managers to conduct market research, identify pain points, ascertain leading competitors in key markets, and strategize the optimal positioning of our Product Lines within the least competitive niches.
- Build upon the existing product marketing in-house knowledge, and turn it into a product marketing strategy. Delivering positioning, unique selling propositions and develop messaging (both horizontal and vertical) to set us apart from the pack.
- Create compelling narratives around our leading Product Lines upon identifying 'sweet spot' of the market and our unique advantages. Tailor these narratives into clear and concise messages for marketing and sales channels
- Drive the launch of new products through the execution of awareness and educational campaigns within the Additive Manufacturing industry. Including creating the strategy, project game plan, and the needed content.
- Simplify and communicate complex Additive Manufacturing concepts, ensuring they are easily comprehensible both internally and externally.
- Consolidate and synergize diverse knowledge from Business Lines, creating a centralized and comprehensible repository of information.
- Craft engaging narratives for technical target groups, maintaining their interest and respect, by using creativity and the ability to generate intrigue around complex chemical products.

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

- At least 5 years of experience in marketing, preferably in the 3D printing industry or a related field
- Comprehensive experience in product marketing, its meaning and best practices
- Strategic and analytical thinking abilities
- You are comfortable with marketing technology, tools, AI and know how to utilize them to scale work
- You are able to balance business, technology, and process requirements and a true owner, customer-centric and commercially driven
- You are a natural storyteller, can easily connect and collaborate with senior stakeholders and you get the job done by hook or by crook
- Proficiency in Content Management, Databases, Graphs and Designer Software
- 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