



## **DJI GmbH Recruitment 2017**

### **Position 9.: Enterprise Marketing Specialist EMEA**

**This position will be based in Frankfurt, Germany or Amsterdam, The Netherlands.**

We are an innovative technology business undergoing massive global expansion. Currently operations span North America, Europe and Asia and our revolutionary products have reached customers in more than 100 countries for a broad range of industry applications. We are now looking to expand our Marketing Team focused on the European (EMEA) market within our global enterprise business segment.

#### **Job description:**

The Enterprise Marketing Specialist for Europe will implement marketing and communication plan for DJI's enterprise product line and will target the audience of large and medium enterprises and vertical industries. Together with our sales teams this strong individual will build demand and consideration of enterprise product portfolio and help establish the brand in enterprise segment.

We expect this candidate to establish deep relationships with our enterprise resellers and large account end user customers to establish DJI products and technologies in various industry verticals.

#### **Responsibilities:**

- Implements marketing communication programs by developing integrated campaigns towards segment of SMEs and large accounts
- Builds brand awareness and product consideration in target segments
- Organizes trade fairs, exhibitions, roadshows and demonstration to showcase enterprise product portfolio to the target audience
- Coordinates marketing communication efforts with external agencies, partners and resellers
- Aligns and communicates with headquarters, product and enterprise marketing team in order to better synchronize go to market efforts
- Leads implementation of go-to-market of new products and organizes product launches
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies
- Contributes to team effort by accomplishing related results as needed

- Works closely with the European and Global Business Development to utilize existing partnerships and acquire new customers
- Oversees and develops Channel / Distribution marketing support in close collaboration with the Sales Team
- Reports progress on set targets and KPIs

### **Requirements:**

- 2 years of sales and marketing experience in enterprise, preferably in technology
- Bachelor or master in business or marketing
- UAV/UAS background a plus with focus on measurement, surveillance and inspection and mapping
- Very strong written and verbal communication and presentation skills in English & German
- Willing to travel >50%
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties.
- High business acumen
- Self-driven and self-motivated
- Program management skills
- Highly organized
- Knowledge and understanding of Chinese sales culture preferable
- English and German necessary, any other language beneficial (ie. French, Chinese)