



Passion ★ ★ ★ ★ ★  
Firmness ★ ★ ★ ★ ★  
Passivity ★ ★ ★ ★ ★

**Committed and with passion for precision we create digital reality solutions combining sensor, software, and autonomous technologies to empower a sustainable future.**

High-quality and high-end products inspire you. Your creative concepts and strategies convince existing and new customers of our solutions. You are confident, motivated, entrepreneurial and enjoy the driver's seat. Join our team and help our business thrive.

We like to do things differently. Instead of a traditional cover letter, we would like you to outline how you would launch a high-tech product into a niche market – in a short, bullet-point format. Make sure you add the KPIs you find most relevant. With this short exercise, we want to get an initial understanding of how your marketing brain works. Feel free to add examples from your professional experience to substantiate your approach.

We appreciate the chance to learn more about how you would handle this unique challenge.

We can't wait to meet you!

## Product Marketing Manager (f/m/d)

Heerbrugg  100%

### This appeals to you

- Digital-first mindset, making decisions based on data and enjoying a good challenge
- Driving business-oriented, creative and well-researched marketing campaigns (awareness & lead generation)
- Being the go-to person for product marketing for a dedicated set of geospatial measurement solutions
- Being in charge of multi-channel marketing communications for product launch and sustenance campaigns
- Ready to “swim” when thrown into the exciting waters

### This is you

- University degree or equivalent qualification, preferably in Marketing, Communication or Media
- Minimum of 3 years of work experience, preferably in an international B2B environment in a field related to the surveying, engineering and construction industries
- A data-driven thinker, comfortable with digital marketing technology (e.g. Social Media, content marketing/automation, SEO/SEM and more)
- Strong stakeholder management skills, helping you thrive within cross-functional teams
- Excellent attention to detail, proactiveness and hands-

of product marketing, while also understanding that marketing is a source of motivation

- Producing compelling content and executing multi-channel marketing campaigns (strategy and implementation) that resonate with industries that use geospatial measurement solutions
- Communicating the benefits and value of digitalisation with measurement technologies to the surveying, engineering and construction industries
- Working together with product management, plus regional, industry and corporate marketing teams to support industry-focused campaigns
- Being focused on delivering on time and budget
- Enjoying teamwork, managing diverse stakeholders and being part of an inspiring team of marketers

on mentality combined with a project-driven mindset

- Fluent written and verbal communication skills in English; German language skills would be beneficial

## We offer you

1. Flexible annual working hours based on a 40-hour week, with 100% employment
2. Vacation entitlement: 25 days from the age of 20, 27 days from the age of 40 and 30 days from the age of 50
3. Hybrid Working model
4. Generous bonus system and extra-mandatory pension fund contributions
5. Individual training opportunities (internal and external)
6. Relocation service
7. Various Discounts (Health, Car, Entertainment and much more)
8. Employee Events
9. Flat hierarchy structure
10. Warm and international corporate culture based on respect and cooperation

## About Us

Hexagon is a leading provider of digital reality solutions and employs more than 24,000 people in 50 countries. You will be part of a strong, experienced, inspiring and motivated team of experts driving the future of Hexagon. You will use and develop your skills in our highly innovative and diverse environment.

Flexible working models allow you to ideally combine work and private interests.

## Contact

If you have any questions, please do not hesitate to contact [Xenia Rack](#), Talent Acquisition Specialist.

**APPLY NOW**

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