



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

At Leica Geosystems, part of Hexagon, we create solutions that make our world smarter, safer, and more connected.

We are looking for an experienced and hands-on **Distribution Marketing Manager** who has experience in dealer-based B2B industries and enjoys working with cutting edge technologies and innovative technical solutions. In this role, you will enhance collaboration with our distribution partners and support them with marketing strategies and initiatives that align with our corporate branding and accelerate market growth. You will ensure our distribution partners receive clear guidance to execute impactful campaigns, enhance product visibility, and foster strong customer engagement. If you thrive in a dynamic environment and enjoy shaping marketing success across diverse channels, this is the opportunity for you.

Distribution Marketing Manager (f/m/d)

Europe  100%

This appeals to you

- Empower distribution partners by providing easy-to-use marketing assets and supporting local advertising campaigns, promotions, and events that drive brand awareness and revenue growth.
- Drive digital marketing excellence by guiding distribution partners in leveraging platforms such as social media, email marketing, and paid advertising to maximize reach and engagement.
- Ensure brand consistency by providing global brand and marketing guidelines to create a standardized approach across distribution partners worldwide.
- Deliver training and consultation through education programs that enhance distribution partner knowledge on sales arguments, marketing best practices, and brand compliance.

This is you

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 3–5 years of marketing experience in dealer-based B2B industries.
- Strong understanding of channel sales networks and distribution partner relationships.
- Disciplined project management and KPI reporting to track marketing strategy success.
- Excellent communication and relationship-building skills for working with internal teams and external partners.
- Global and cultural awareness to network with distribution partners effectively.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.

- Optimize point-of-sale presence by ensuring products are prominently displayed, supported with demo opportunities and impactful marketing materials to boost visibility.
- Build strong partnerships through regular communication and relationship management with distribution partners.
- Support local content creation by encouraging distribution partners in generating content that strengthens local marketing efforts and increases brand awareness.
- Plan and execute sales promotions in collaboration with the sales team to drive customer engagement and revenue.
- Collaborate with distribution partners to define KPIs that form the basis for analysing both campaign performance and the partners' performance and conduct these analyses regularly to optimize marketing activities.
- Collaborate across teams by working closely with internal stakeholders (sales team and global distribution marketing enablement team) to align distribution partner marketing initiatives with overall business objectives.
- Hands-on mindset – you enjoy execution as much as strategy.
- Familiarity with dealer management systems and CRM tools.
- Native English speaker; German proficiency is an advantage.

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 [Joanna Ertug](#), Talent Acquisition Team Lead.

APPLY NOW

Leica Geosystems AG
Heinrich Wild Strasse
CH-9435 Heerbrugg

Job-ID: fyb42ci0



HEXAGON

Leica
Geosystems