

You have experience in analyzing markets and identifying industry trends in a B2B environment? You are passionate about collecting and structuring market data?

Then we would be more than happy to welcoming you to our marketing team in Regensburg as

MARKETING OPERATOR (W/F/X) **with focus on Market Research**



JOB DESCRIPTION

- Research and enrich market data with platforms such as Dun & Bradstreet Hoovers
- Analyze market dynamics, competitors, customer needs, and emerging trends
- Reports & Studies: Leverage industry reports, market data from industry associations, white papers and surveys to gain insights into market trends
- Market sizing and demand analysis
- You are responsible for segmenting target groups using our databases to implement marketing campaigns for lead qualification as well as up- and cross-selling activities
- Marketing/Market Research Automation & AI: You support us in researching appropriate tools for more automation and digitalization in marketing and market research



WHAT YOU EXPERIENCE

- A pleasant working atmosphere with short communication and decision-making channels
- An open-minded and motivated team with professional and helpful colleagues
- Flexible working hours
- Beverage flat rate & fresh fruits



QUALIFICATIONS

- Completed degree in business or marketing studies with a focus on market research or comparable qualification
- A very structured and analytic working method
- Responsible, flexible and reliable way of working with a hands-on mentality
- Business fluent in written and spoken German and English, English as a native language is an advantage
- Profound knowledge with Microsoft Office tools like Excel, PowerPoint
- Initial experience in B2B market research and/or the printing industry beneficial

Can you identify with one or more of the above areas?

Then we look forward to receiving your application by email to career@onevision.com www.onevision.com/career