

International tech company for the construction industry which is bringing innovation to the European collective housing market is building a **lean and scalable marketing organisation** structured around a central hub in London. They are recruiting a **Senior Marketing Executive for Germany** who will be responsible for **activating and executing the European go-to-market strategy within the German market**. The role focuses on driving market adoption, delivering local activations, and continuously improving performance through strong market insight.

Working closely with the Product Marketing Manager and the wider European marketing team, this role ensures that centrally defined strategies are executed effectively and generate **measurable impact in Germany**.

The Senior Marketing Executive for Germany role is based in London.

#### **ROLE of the Senior Marketing Executive:**

##### **Market Activation & Local Execution (Germany)**

- Executing the European go-to-market strategy within the German market
- Deploying campaigns, content and activation plans locally
- Adapting central assets using the **80/20 model** (central frameworks + local optimisation)
- Supporting local marketing initiatives, including events and field activations, as needed

##### **Product Adoption & Market Performance**

- Driving adoption of our client's solutions across the German market
- Identifying and addressing barriers to awareness, onboarding and usage
- Ensuring local activations support scalable and sustainable adoption

##### **Competitive Intelligence & Market Insights**

- Monitoring competitors, market trends and local dynamics
- Identifying customer expectations, gaps in the offering and challenges to adoption
- Structuring and sharing insights with central teams to support continuous improvement

##### **Opportunity & Gap Identification**

- Identifying growth opportunities, new use cases and improvement areas
- Highlighting gaps between market needs and current positioning or offering
- Contributing to strengthening product-market fit and go-to-market effectiveness

##### **Best Practices Identification & Scaling**

- Identifying high-performing activations, messages and segments in Germany
- Sharing best practices with the European team to support replication across markets

##### **Partner & Ecosystem Activation**

- Supporting engagement with installers, distributors and key partners
- Contributing to local training sessions, product demonstrations and partner initiatives
- Strengthening relationships across the German ecosystem

##### **Contribution to the European Marketing Hub**

- Acting as an active member of the European marketing hub
- Collaborating closely with:
  - Product Marketing Manager (strategy & frameworks)
  - Blueprint market (Netherlands)
  - UK and other European markets (ROW)

French Resources Ltd – 0845 519 1945 – [info@french-resources.co.uk](mailto:info@french-resources.co.uk)

Registered office: Heathmans House, 19 Heathmans Road, LONDON SW6 4TJ. Registered in England and Wales No. 6956655

- Contributing to cross-market initiatives and ongoing optimisation of the European model

**PROFILE:**

- **Native or fluent German speaker and fluent English**
- 5+ years' experience in **B2B, product-led or channel-driven environments**
- Strong understanding of **market dynamics and customer needs**
- Experience in **technical or product-driven environments** (SaaS, proptech, access control, electrical solutions, etc.)
- High level of **autonomy and accountability**
- Can connect **product capabilities, market reality and customer needs**
- Ability to identify problems and proposes solutions — not just executes tasks
- Ability to take strong **ownership of market performance and product adoption**
- Communication & stakeholder engagement
- **Willing to travel (~30%) across Germany, France and other European countries**, when required

**SALARY & BENEFITS:**

- Up to £40k basic + performance-based bonus
- Travel allowance
- Health benefits package