



# HOHNER

ENJOY MUSIC

Join us!

## BECOME PART OF THE HOHNER SOUND

For over 160 years Hohner has opened the door to the world of music to countless people around the globe. Our free reed instruments have written musical history and played a decisive role in the development of blues, folk and jazz.

We live for music and are committed to continuous improvement and development. Whether for pop or Americana, classical music or rock, we provide instruments of the highest quality and service from musicians for musicians.

Sounds like something you would like to be a part of? Then we look forward to receiving your job application, including your salary expectations and earliest possible starting date.

Become a part of HOHNER and **enjoy music**.

### Head of Marketing Communications (m/f/o)

Your profile:

- Master's degree or equivalent qualification in the field of marketing or business
- Native/ proficient (C2) German level
- Min. 3 years of relevant professional marketing experience in the consumer goods industry or with an agency (B2B and B2C)
- First leadership experience or ready for the next professional step into team leadership
- Experience with digital campaigns (media planning and execution)
- Experience in budget planning and implementation
- Knowledge of CMS systems and project planning tools
- Excellent time, project management and planning skills
- Intercultural way of thinking
- Ability to work independently and in teams are prerequisites
- Fluent in spoken and written English

Your responsibilities:

- Leading the Marketing Communications team
- Development and implementation of communication concepts and marketing campaigns in line with corporate objectives
- Further development of the HOHNER brand in compliance with the CI, including insurance of correct application by external partners
- Further development of the digital strategy
- Planning and controlling of the marketing budget
- Continuous improvement of the website
- Agency management
- Event Management

The workplace is HOHNER Headquarters in Trossingen / Germany. Applicants are expected to be willing to relocate.

**Please email your application to [personal@hohner.de](mailto:personal@hohner.de) or send it by post to:**

HOHNER Musikinstrumente GmbH · Andreas-Koch-Straße 9 · 78647 Trossingen · Germany · [www.hohner.de](http://www.hohner.de)