

Emerson Commercial & Residential Solutions



Manager Marketing Refrigeration & Integrated Products (m/f/d)

Job responsibilities:

We are looking for a Manager Marketing Refrigeration & Integrated Products (m/f/d) for the strategic development of our integrated products for the refrigeration market. This position reports to the Director Marketing Refrigeration and is based in our European Headquarter in Aachen, North Rhine-Westphalia.

In this role you will:

- formulate, develop and execute market strategies for our refrigeration and integrated products segment
- collect voice of customer and identify market needs to define new product development plans
- use the above mentioned market intelligence to create and present business cases and product specifications for new product developments
- collaborate with our sales department on priority program opportunities, the development of campaign strategies and account-based initiatives
- manage the product portfolio and lifecycle of our refrigeration and integrated products segment
- develop and drive new product launches, incl. product positioning, messaging, communication and competitive differentiation
- conduct regular reviews of marketing activities in your segment and implement improvement plans to achieve business targets
- monitor and understand market dynamics and regulatory developments, e.g. through market segmentation and analysis, to create suitable strategies for your segment portfolio
- coordinate strategic plans with our global marketing organizations

Ideally you will bring with you:

- a completed university degree in Engineering, Business Management or similar
- Experience in Marketing and/or Product Management, preferably in an international environment
- Knowledge or expertise in HVACR applications and integrated products would be of advantage
- An analytical mind set and excellent implementation skills
- Fluency in English is required, another European language is an asset

If you are interested in joining the Emerson family, please send your application to jenny.janssen@Emerson.com.