



## The future of metal printing is on the horizon

Discover the new player in metal additive manufacturing delivering high-end surface aesthetics for functional parts

Vienna/Full-Time

## Marketing Communications Manager (M/F/X)

### About Incus

Incus GmbH is an engineering company focusing on metal additive manufacturing technology (3D printing) based in the Technologiezentrum Seestadt in Vienna, Austria. Founded in 2019, Incus is a growing international company in an exciting and innovative industry.

At Incus, we have a passion for innovation in additive manufacturing and embrace continuous improvement. We bring both elements together into delivering the best solutions to our customers and collaborating with our partners. We are looking for equally passionate, solution-oriented experts who can share our vision to revolutionize the future of the international 3D printing industry.

As **Marketing Communications Manager**, you focus primarily on communications to generate leads, support the sales activities, and further build the brand reputation of Incus among key target groups. Through direct, primarily digital, customer communication, you and your team will proactively generate demand / leads and contribute to efficient customer acquisition / processing for Incus. You will manage the development, planning and implementation of all Incus Marketing Communication activities in line with the corporate strategy and goals.

### Responsibilities:

- Overall responsibility for the Incus PR strategy, communication plan including key messages, timing and distribution and the associated budget, ensuring alignment with the overall strategy and Marketing Roadmap
- Consistently track and measure KPIs/pacing to meet defined goals for the campaigns and communications activities together with sales and leadership.
- Creating press releases and CI-compliant content, stories, and interviews for digital and print media in English and German
- Serve as the Incus' primary point of contact with the media for all press queries and ensure extended press coverage, i.e., award submissions, thought leadership opportunities, expert interviews etc.
- Development of an overall framework for the implementation, management, and improvement of marketing communication via selected channels (web, social media, events, etc.)
- Supporting our direct sales through marketing automation and CRM Execution of communications projects and PR activities with team leads and coordination of all interfaces across departments including communications workstreams of large product launches.



## The future of metal printing is on the horizon

Discover the new player in metal additive manufacturing delivering high-end surface aesthetics for functional parts

### Required skills and experience:

- Completed studies (university / FH) in the field of PR and communications / media relations / marketing / industrial engineering.
- Several years of professional experience in the field of PR and communications with focus on industrial engineering
- Track record in project and change management, ideally in marketing automation and social media activities.
- Experience with digital marketing tools and CRM systems (i.e., Sales Force)
- Strong analytical and conceptual skills coupled with a creative spirit.
- Strong project management skills, including organization, planning, stakeholder management.
- Passion for language and copywriting, strategic vision, and strong assertiveness
- You approach your work pragmatically, with a hands-on and solution-oriented approach.
- Very good presentation skills and ability to present complex data and results in an understandable way.
- Excellent written and spoken German and English are a must. Additional languages are a plus.

### We offer:

- A long-term commitment in an international environment and growing high-tech industry sector.
- Career opportunities in a growing company
- A diverse and dynamic team representing more than 15 countries.
- For this position, the minimum monthly income as per Austrian collective bargaining agreement is € 2.977,96 gross, with willingness for overpayment according to proven qualifications and experience.

### Did we catch your interest? →

We are looking forward to receiving your resume and CV via [office@incus3d.com](mailto:office@incus3d.com). Please feel free to contact us with any questions.