



## **HTI Automation**

For more than 20 years, we at HTI have been developing tailor-made solutions for laboratory and production automation for and with our customers. Our engineering services and products make a significant contribution to the success of our customers.

With the X-TubeProcessor® series, we flexibly combine established technologies and processes such as liquid handling, screwing or labeling in one device. Thanks to high quality standards, innovative solution competencies and our many years of expertise, we are now a partner for healthcare and diagnostics companies all over the world.

For our Sales & Marketing department, we are looking for the following as soon as possible:

## **Marketing Assistant (m/f/d) – Part-time**

**Location:** Ebersberg | **Scope:** approx. 20 hours/week | **Start:** immediately

### **Your tasks:**

#### **CRM & Automation**

- Maintain and update customer data in CRM (e.g., HubSpot)
- Creation and maintenance of forms, target group lists and campaigns
- Support in the implementation of marketing automations

#### **Content & Communication**

- Creation and sending of newsletters (Mailchimp, CleverReach, Brevo)
- Development of raw texts and content input for website, social media and press releases
- Design of brochures, flyers and marketing materials

## **Online & Social Media**

- Support in the management of social media channels (Meta Business Suite, LinkedIn Campaign Manager)
- Planning and evaluation of social media campaigns
- Maintenance and updating of the company website (WordPress), including SEO optimizations

## **Graphics & Media**

- Basic image and layout editing (Adobe Photoshop, InDesign)
- Coordination with external graphic designers
- Participation in projects such as case studies (print/video)

## **Events & Cooperations**

- Collaboration in the planning and organization of trade fairs and workshops
- Cooperation with external marketing agency
- Coordination of external service providers and preparation of project briefings

## **Analysis & Reporting**

- Evaluation and preparation of relevant marketing key figures (Google Analytics GA4, Social Media Insights)
- Creation of reports to measure the success of campaigns

## **Your profile:**

### **Training & Qualification**

- Completed commercial training, marketing-oriented studies or comparable qualification

### **Expertise & Tools**

- Confident use of marketing tools (e.g. HubSpot, Mailchimp), CMS systems (e.g. WordPress) and popular social media platforms
- Experience in SEO and conversion optimization

### **Way of working & personality**

- Organizational talent with a structured, reliable way of working
- Confident in the text, with a feel for target group-oriented formulations
- Team player with initiative and enjoyment of varied tasks

## **What we offer you:**

### **Working Environment & Culture**

- A motivating working environment in a family-like, solidly growing company
- Flat hierarchies and direct communication channels
- Collegial team and appreciative corporate culture

### **Security & Perspective**

- Permanent position with performance-related remuneration
- Individual training and development opportunities

### **Features & Benefits**

- Modern work equipment
- JobRad offer

### **Food & Extras**

- Complimentary drinks, tea, and coffee
- Free lunch at the headquarters in Ebersberg

We will be happy to provide you with further information

### **Contact:**

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