



Marketing Communications Specialist – Sauer Compressors Mexico

Job Description

In Sauer Compressors, an innovative market leader with 140 years of experience in the compressor industry, we are looking for a creative, proactive, and results-oriented individual for the **Marketing Communications Specialist**. This position reports directly to the North America Marketing Manager and will contribute from day one to existing projects and the development of new initiatives aligned with business objectives.

Objectives

- Develop and implement the company's brand strategy.
- Ensure that marketing efforts contribute to both immediate and long-term business goals, identifying opportunities for improvement in processes, content, and lead generation.
- Support daily administrative tasks to ensure the coordination and functionality of the department.

Responsibilities

- Prepare the annual marketing plan and define strategies together with the North America Marketing Manager, aligned with business goals and establishing monthly objectives.
- Communicate campaign objectives, timelines, and deliverables to the sales and after sales team.
- Measure campaign performance through KPIs and monthly reports.
- Plan and coordinate events, trade shows, conferences, and webinars.
- Keep the inventory of marketing materials up to date.
- Collaborate in the creation of print and digital content.
- Supervise the writing of blogs, social media posts, and newsletters.
- Update and translate marketing materials.
- Manage the Salesforce database and coordinate advertisements with vendors.

Requirements

- Bachelor's degree in marketing, advertising, or communications.
- Previous experience in marketing or similar roles.
- Excellent written and verbal communication skills in English.
- Advanced proficiency in Microsoft Office 365, Adobe CC, and Google Marketing Platforms.
- Adaptability to multicultural environments.
- Valid passport and U.S. visa.

Preferred Qualifications

- Knowledge of digital marketing strategies and lead generation.
- Experience in event coordination.
- Attention to detail and ability to work in a team.
- Familiarity with WordPress and social media management tools.
- Experience with Salesforce Account Engagement.

Benefits

- Full-time contract (hybrid modality).
- Fixed salary according to experience.
- Annual performance bonus.
- Legal benefits, major medical expense insurance, and life insurance.
- Professional growth opportunities.

If you meet the profile and are looking for a dynamic and growth-oriented environment, we invite you to apply!