



Shape the future of marketing in a global high-tech company

At XIMEA, we develop and manufacture high-performance camera systems for industrial and scientific applications. Our technology is highly specialized, technically sophisticated, and used by customers around the world. We're looking for a **Head of Marketing** who will help transform marketing into a structured, measurable, and business-driven function with clear impact on positioning, demand generation, and company growth.

This role combines **strategic ownership with hands-on execution**. While you'll define the direction of marketing, you'll also actively contribute to making things happen. Switching between strategy and execution is essential. You'll work closely with sales, product management, and leadership to ensure marketing creates real business value - from strengthening our market presence to generating qualified pipeline.

Sounds exciting? Become part of our team!

HEAD OF B2B MARKETING

(all genders, full-time)



XIMEA GmbH
Am Mittelhafen 16, 48155 Münster, Germany

☎ +49 (0) 251 202 408 0

@ jobs-de@ximea.com

Questions?

Feel free to reach out and ask us anything.

Convinced?

Take the next step in your career! We look forward to receiving your complete application including your salary expectations.

Please send your application to jobs-de@ximea.com!

We would kindly ask to submit your CV in English, as the hiring process involves colleagues from offices outside of Germany.

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Your tasks

Build and lead our marketing function

- Refine and continuously develop our B2B marketing strategy, identify target segments, ideal customer profiles, and go-to-market approaches.
- Establish clear processes, KPIs, and reporting structures, and help shape the future structure and development of the marketing team.

Drive demand generation and pipeline growth

- Build scalable lead generation across inbound, outbound, account-based marketing.
- Design and execute campaigns that create measurable pipeline impact.
- Partner with sales to optimize lead qualification, handover processes, and conversion.

Stay hands-on

This is not a purely managerial role. Balance strategic management with day-to-day operational execution.

Your profile

We are looking for a KPI-driven B2B marketing leader with hands-on experience in demand generation, SEO, and translating complex tech into customer value.

- Experience in B2B marketing of complex technical products.
- Strong capabilities in go-to-market, product marketing and demand generation.
- Experience with SEO, digital strategies and data-driven marketing.
- KPI-driven mindset and strong business orientation.
- Combination of strategic thinking and hands-on execution.
- Confident conversational and business skills in English and German.

Translate complex technology into market value

- Define positioning, messaging, and value propositions for technically advanced products.
- Create clear communication that resonates with both business and technical buyers and support sales with pitch materials, presentations, and enablement content.

Strengthen our global visibility

- Own and develop our international SEO and digital visibility strategy.
- Manage performance-driven digital marketing activities, analyse performance metrics, and optimize marketing.

Represent XIMEA globally

- Manage international trade shows and industry events and take co-responsibility for their success from lead generation to post-event pipeline impact.
- Contribute to PR activities, articles, newsletters, product communication, and thought leadership.

What we offer

- Short decision-making paths, open communication, and the opportunity to actively shape the company.
- An ergonomic workspace in our modern H7 office located in Münster's (NRW) vibrant harbor district.
- Flexible working hours and the option to work remotely (home office).
- Perks such as company pension scheme, meal allowances, and more.
- The opportunity to build XIMEA's structured marketing function and directly influence our market positioning and growth.
- Close collaboration with management, sales and product management in an international high-tech environment.