

For more than 90 years, Shure has been one of the leading suppliers of professional audio technology. Our products are the first choice whenever audio performance is a top priority. Shure Incorporated is presented through a global partner network in more than 80 countries, with offices in Europe, Middle East and Asia.

To reinforce our Market Development department in Germany we are looking for a

### **Market Development Specialist Pro Audio Group (all genders)**

Reporting to the Sales & Marketing Director, Pro Group the Market Development Specialist will be part of the Pro Audio Department in Germany and will play a major role in our vertical market Pro Audio through sales based analysis and gathered market insights. This position is based in Eppingen (Germany) or in home office.

#### **Representative Duties:**

- Drive market development in Broadcast and Theater by conducting primary and secondary research.
- Support the development of internal and external market models for Broadcast and Theater to further infiltrate the market as well as enable a working distribution model.
- Participate in national and international trade fairs for networking within the market Pro Audio and in specific Broadcast and Theater.
- Participate in national and international sales and marketing meetings.
- Reflect and validate analyzed sales information from business analytics in order to support multi- year planning and budgeting.
- Reflect and validate analyzed sales information from Demand Planning in order to review forecast.
- Analyze reported market insights and models such as investment circles or impacts of sales promotions.
- Development, implementation and elaboration of a sales monitoring for the German Pro Audio Market.

#### **Requirements:**

- Academic Degree in business, marketing, engineering or other related area.
- Analytical understanding of economic situations overall, specific markets and business models.
- Technical knowledge of the Pro Audio product portfolio.
- Familiarity with Microsoft Office, SAP applications and Salesforce CSP.
- Fluent spoken and written English language skills.
- Communication skills, strategic thinking paired with creativity and strong commitment to the responsibilities and goals.
- Motivated, pro-active, results-orientated and work with minimal supervision.
- Willingness to travel.

#### **We offer**

A challenging job in an international working environment with tremendous potential for future growth. It also goes without saying that we offer an attractive salary as well as comprehensive benefits.

#### **How to apply**

Please send your written application and CV - in English - to: [jobs@shure.de](mailto:jobs@shure.de)

#### **Further details**

For more information about the position, please contact Tatjana Schmidle, mail: [schmidle\\_tatjana@shure.de](mailto:schmidle_tatjana@shure.de) or + 49 7262-9249195