

Job Title: Marketing & Communications Manager

Location: Berlin (with hybrid working options)

Earliest possible start date: as soon as possible

Scope: Full-time (40 h per week)

About Catena-X

Catena-X is a collaborative data ecosystem that aims to revolutionize the automotive industry by enabling secure and standardized data exchange across the entire value chain. Our mission is to drive innovation, improve efficiency, and foster collaboration among OEMs, suppliers, and partners.

Your Role

As our Marketing & Communications Manager, you will be the voice of Catena-X. You'll craft compelling stories, drive cross-channel campaigns, and position the Catena-X ecosystem in a clear, engaging, and impactful way — for the industry, our partners, and the public. You will translate complex technical content into accessible narratives and actively grow our digital and event-driven community.

Key Responsibilities

Strategy & Brand Positioning

- Develop and execute a comprehensive marketing and communications strategy tailored to various target groups (B2B, tech, ecosystem partners).
- Refine Catena-X's messaging framework, highlighting value propositions, differentiation, and future vision.

Content & Storytelling

- Manage a multi-channel editorial calendar with formats such as use cases, interviews, partner spotlights, and event content.
- Create impactful content (written, visual, video) for LinkedIn, newsletters, web, and more.
- Handle external communications and public relations including press releases, media outreach, and speaker support.

Digital & Social Media

- Oversee SEO, newsletters and social media engagement (primarily LinkedIn). Lead agencies in developing engaging visuals that align with the corporate identity.
- Monitor channel performance, manage community interactions, and identify trends and opportunities.
- Use data analytics tools to measure impact and continuously optimize content performance.

Event Marketing

- Coordinate communication around events: pre-event promotion, on-site content, and post-event storytelling.
- Collaborate with partners on co-branded appearances and manage visual documentation (photo/video, blog summaries).
- Support speakers with messaging and presentation materials.



International Communication

- Adapt messaging and content for international markets (e.g., USA, Spain, Japan, China).
- Liaise with local Catena-X hubs and partners to ensure regional resonance and consistency.

Required Skills and Experience

- 3-5 years of experience in B2B marketing or communications (ideally in automotive, digital platforms, or tech).
- Demonstrated success in planning and executing digital campaigns and content strategies.
- Outstanding communication and editorial skills (English and German), with a talent for translating complex topics into clear narratives.
- Proficiency in tools like HubSpot, Mailchimp, YOAIST SEO, CMS platforms, and social media scheduling tools.
- Hands-on attitude, creative mindset, and structured working style.
- Strong attention to detail and organizational skills.
- Creative and innovative thinking with the ability to work against tight deadline
- Adaptability to changing market dynamics and emerging trends.

Desirable Qualifications

- Familiarity with the Catena-X ecosystem or adjacent initiatives (e.g., Manufacturing-X, IDSA, Eclipse EDC).
- Experience working in or supporting programs within the automotive industry or supply chain.
- Background in data sovereignty, open-source collaboration, or industrial data platforms.
- Experience in community management, partner communications, or ecosystem marketing.

What We Offer

- A central role in shaping the future of industrial collaboration and data-driven transformation.
- Access to a unique European industry network with thought leaders in automotive, IT, and public policy.
- Flexible working models, modern digital collaboration tools, and a culture of open communication.
- Freedom to bring your ideas to life, with creative ownership and high visibility.

Interested?

Please send your application documents, including a cover letter, CV, references and your salary expectations, **by 5 October 2025 at the latest** to recruiting@catena-x.net.

Apply now – we're excited to hear from you!