



**Are you crazy about technology?
Do you know everything about Gaming and are you
a team player?
Then we have the perfect job for you!**

**Product Marketing Officer
(Gaming desktops, Gaming gear, Gaming monitors)
(Fulltime)**

Organization Profile

MSI Computer Europe is one of the 12 subsidiaries of Micro-Star International Co Ltd., a leading worldwide manufacturer of computer components including Motherboards, Graphics Cards, Notebooks, Desktops, Monitors and Gaming Gear. MSI Computer Europe is responsible for Product Marketing, After-sales & Service and Logistics of MSI products for the European region. MSI Computer Europe is located in Son (Eindhoven) with about 45 employees, selling its products through its distributors and dealer network to the end-users.

The Main Job Objectives

The Product Marketing Department is responsible for all Product Marketing related activities worldwide in order to make specific MSI products visible and sellable in the channel, which means that you are on the frontline of communications. You will be responsible for either Motherboards, Graphics Cards or Gaming Gear products and can make a lasting impression with the creative freedom we provide.

Therefore the main responsibilities of a Product Marketing Officer are:

- ✓ Collect and feedback product, competitor and market information for next gen products
- ✓ Prepare and execute product launches, making sure all data and marketing materials are available at the right time
- ✓ Write content for and create videos and livestreams
- ✓ Setup and execute end-user promotions and activities
- ✓ Represent both the product and the brand during events or at meetings with MSI partners (Intel, AMD etc.)
- ✓ Prepare product updates to inform worldwide colleagues about the latest info

- ✓ Give product trainings (internally / public)

Required Skills and Knowledge

To be successful within this position you have an in-depth technical background, be an enthusiast PC gamer with knowledge of Marketing and Sales, and are active on forums and hardware technology websites.

We are looking for a colleague with the following:

- ✓ You have a Bachelor degree or proven equal (learned by experience) work- and thinking level, in High-Tech and/or Marketing.
- ✓ A few years of experience in the IT hardware industry in combination with Marketing/Sales (within an international company is preferred).
- ✓ Professional proficiency in speaking and writing English.
- ✓ Living in the region where our European Headquarter (The Netherlands) is located.

Required Competences and Personality

In order to be successful at MSI you must possess the three company core values: *Account ability*, *Execution* and *Teamwork*.

Besides the core values the ideal candidate possesses a natural IT (Gaming) minded drive, is customer oriented, is a company representative and has excellent planning and organizing skills in order to reach deadlines. You are dedicated, convincing in communication, take initiative and have a flexible, enthusiastic 'can do' attitude. You're not afraid to stand in front of a camera or a crowd to get everyone excited about the latest MSI products and features.

Our offer

At MSI Computer Europe B.V. we offer a professional, dynamic, international working environment with short communication lines, in which you can operate independently. The employment package is competitive and depends on level of experience and knowledge.

Interested?

Are you interested in this challenging position, please contact:

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