

Dürr Dental UK is a full sales subsidiary of the German Dürr Dental SE. As technology leader in its field of business, the Dürr Dental group with its more than 1.400 employees develops, produces and sells system solutions and services for the health sector with an annual business turnover of more than € 381 million with customers in 174 countries in 2025 all over the world.

Marketing Manager (m/f/d) – Dürr Dental UK

Your Responsibilities:

- Develop and deliver the annual UK marketing plan
- Manage marketing budgets and measure ROI
- Adapt global campaigns for the UK market
- Support new product launches and promotional campaigns
- Create sales tools, brochures, presentations and customer communications
- Work closely with distributors and dealer partners to drive demand and market penetration
- Manage the website, email marketing and digital advertising campaigns
- Generate and nurture qualified leads through online channels
- Monitor and report campaign performance using analytics and CRM tools
- Own the UK social media strategy and content calendar across LinkedIn, Instagram, Facebook, YouTube and emerging platforms
- Create engaging content, including posts, short-form video, product demonstrations, customer stories and event coverage
- Plan and manage paid social campaigns, including audience targeting, budget control and optimisation
- Build an active online community by engaging with dental professionals, key opinion leaders, distributors and industry bodies
- Support distributor partners with shareable social content to extend reach and drive demand
- Track, analyse and report on social media performance, using insights to continually improve results
- Plan and deliver exhibitions, customer events and training programmes
- Coordinate participation in key UK dental industry events
- Build customer engagement through case studies, testimonials and educational content
- Monitor competitor activity, market trends and customer feedback

- Provide regular reporting on marketing performance and pipeline contribution

Requirements:

- 5+ years' marketing experience in B2B, healthcare, medical device or dental sectors
- Strong digital marketing and campaign management experience
- Proficient in all aspects of social media, including strategy, content creation, video, paid advertising, community management, scheduling tools and analytics
- Proven ability to deliver measurable lead generation results
- Excellent communication, project management and stakeholder management skills
- Commercially focused with strong analytical capability

Our Offer:

- competitive and performance-based compensation package
- flexible work environment with the possibility to work remote
- We value teamwork and cooperation: You will work in a highly motivated team with a target-oriented atmosphere
- professional development opportunities e.g. through online training platform, regular product trainings and induction at our German HQ near Stuttgart
- open corporate culture and short decision-making processes within a family-owned company
- space for creativity and the chance to influence the international growth of DÜRR DENTAL

If you want to be part of a dynamic company that values and encourages its employees, please submit your full application with your salary expectation and earliest starting date online: duerr-career.com We look forward to hearing from you and learning more about your skills and ambitions.

Apply Now

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