



Marketing Manager INDIA

Work Location: Pune, India

REGO-FIX India Pvt. Ltd. – Pune, India

REGO-FIX, inventor of the original ER collet system, is a world leader in the manufacture of Swiss precision tooling. From toolholders and clamping collets to clamping nuts and accessories, REGO-FIX systems excel with extraordinary reliability, precision and quality. With REGO-FIX India headquarters in Pune, **REGO-FIX India Pvt. Ltd.** serves as the sales, logistics, and technical support hub for the Indian market. From its dedicated office and warehouse facility, the team ensures efficient product availability and close customer support across the country, supporting manufacturers in industries such as aerospace, automotive, electronics, medical technology, heavy equipment, and general engineering.

Your future workplace will be located in Pune, India, one of the country's leading industrial and technology hubs.

Brand, market and momentum in the manufacturing industry – From trade fairs and the creation of print and marketing materials to social media activities, local events, and internal marketing in collaboration with HR, you develop and implement targeted marketing initiatives for the Indian market. In close cooperation with the local sales team and in regular coordination with the Headquarters in Switzerland, you support sales activities and ensure alignment with the global REGO-FIX brand strategy.

An affinity for the mechanical engineering / manufacturing industry and familiarity with B2B sales channels are advantageous. As a versatile professional, you contribute innovative ideas, proactively drive marketing projects, and help further strengthen the REGO-FIX brand presence in India.

Key Responsibilities

- // Plan and manage trade fairs, events, and marketing activities to strengthen REGO-FIX's presence in the Indian market
- // Develop and adapt visual and marketing materials in line with REGO-FIX CI/CD guidelines
- // Manage collaboration with external service providers and partners to ensure successful event and marketing execution
- // Create cross-channel marketing content (social media and other platforms)
- // Work closely with the local sales team to support market activities and brand visibility in India

Your Profile

- // Degree or comparable education in Marketing, Communications, Business Administration, or a related field
- // 5+ years of professional experience in marketing, communications, or event management
- // Confident user of MS Office, ideally with experience in Adobe Creative Suite
- // Strong organizational and communication skills, combined with a proactive, structured, and creative approach to driving marketing initiatives
- // Industry knowledge advantageous

What we offer

- // A family-owned company with a strong and supportive corporate culture
- // High visibility and impact within the company
- // Support for professional development and further training

Next step:

Please send your application documents, including a photo, to: india@rego-fix.com