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EUROPEAN RECRUITMENT CONSULTANTS

**Ref No:** AW/1327

## **DIGITAL MARKETING MANAGER**

### **Client:**

Leading global sports equipment company. For German HQ, we are now looking for a digital marketing expert to add further value to the organization.

**Location:** Frankfurt

### **Responsibilities:**

- develop and execute the digital marketing strategy and the online customer journey
- manage website content, social media channels etc and analyse web statistics
- develop digital assets: banners etc
- liaise with third party agencies: PR, media etc
- input into go-to-market campaigns and support the sales force
- liaise internally with peer digital marketing depts in other countries
- keep track with market trends, tools and related solution offerings

### **Requirements:**

- university degree in a relevant discipline
- at least 3 years' experience in digital marketing: campaigns, social media, performance marketing, influencers etc
- able to communicate effectively at all levels
- able to develop product opportunities and competitive strategies
- commercially astute, creative and a strong team player
- fluent in English

**Please e-mail your application to: [first@campbell.de](mailto:first@campbell.de)**