



**CAMPBELL & PARTNERS**  
EUROPEAN RECRUITMENT CONSULTANTS

**Ref No:** AW/1367

## **DIGITAL MANAGER**

### **Client:**

Leading US pharmaceuticals company. In order further to strengthen the marketing function at German HQ, we are now looking for an online enthusiast.

**Location:** Munich

### **Responsibilities:**

- evaluation of competitive, best practice and market trends in the digital sphere
- adaptation and further development of the digital strategy
- execution of digital projects and marketing campaigns
- driving external agencies: website concepts, app developments, SEO etc
- provision of internal workshops re digitalization topics
- provision of support to product management
- interpretation of customers' needs in response to digitalization

### **Requirements:**

- university studies in a relevant discipline
- at least 3 years' experience in a digital agency or in a similar corporate role
- fluent in English
- a real enthusiast for digital media and marketing
- in-depth understanding of web technologies
- first class customer orientation
- a business mind coupled with excellent analytical skills
- an understanding of the pharmaceuticals industry of advantage

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