



**CAMPBELL & PARTNERS**  
EUROPEAN RECRUITMENT CONSULTANTS

**Ref No:** JS/1376

## **DIGITAL CUSTOMER MARKETING MANAGER**

### **Client:**

Leading global lifestyle trend-setter in the household goods sector. For German HQ, we are now looking for an online marketing professional.

**Location:** Frankfurt

### **Responsibilities:**

- strategic development and implementation of digital marketing campaigns
- development of the digital space in liaison with Marketing and Key Account Management
- optimization of lifecycle management of the product portfolio
- acting as competent business partner for all platform-specific marketing issues
- observation and analysis of digital and mobile trends
- reporting of campaign results
- liaison with internal product marketing, sales and commercial planning and with external agencies

### **Requirements:**

- university studies in a relevant discipline
- at least 3 years' experience in digital marketing
- a flair for e-Commerce and digital media
- fluent in English
- organized and pragmatic with a sense of responsibility
- self-motivated and communicative with excellent presentation skills

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