



CAMPBELL & PARTNERS
EUROPEAN RECRUITMENT CONSULTANTS

Ref No: MG/1332

DIGITAL MEDIA MANAGER

Client:

One of the world's leading brands. For German HQ we are now looking for an astute professional to enhance the marketing function.

Location: Munich

Responsibilities:

- take charge of the digital/social strategy to increase presence and awareness in the media
- support the company's growth path and return on investment
- provide advice to the brand teams re online marketing strategy and best practices, SEO, mobile marketing etc
- define digital plans, budgets, objectives, KPIs etc
- manage external PR and media agencies
- handle requests etc emanating from internal and external partners
- analyse and improve the lines of communication
- support the field sales force and build strong relationships

Requirements:

- university studies in a relevant discipline
- at least 3 years' focused expertise in digital and social media
- exposure to an international working environment
- experience of consumer goods an advantage
- first-class communication and presentation skills
- a business mind coupled with excellent analytical skills
- an effective leader, able to build relationships
- fluent in English and German

Please e-mail your application to: first@campbell.de