

# Jägermeister



## Manager Digital Marketing

### Global Brand Marketing

#### KEY RESPONSIBILITIES

Your digital first super-powers will get fully leveraged along the digital customer journey:

- Define B2C content strategies for global cross-channel brand projects/campaigns.
- Craft messaging, KPIs and briefs for the agencies involved towards international audiences
- Collaborate closely with marketing teams in countries and analytics manager to assess and report performance on digital asset KPIs; initiate action on the information.
- Manage digital content creation for best-in-class assets on global touchpoints (including influencer management).
- Overview and steer end-to-end content execution process for global channels and ensure distribution to all relevant markets.
- Support local marketing teams for digital content consistency & quality when translating global strategies into locally relevant stories and assets

#### YOUR QUALIFICATIONS & SKILLS



University degree in Marketing, Communications, Digital Marketing or a related field



A minimum of 5+ years of experience in digital marketing, communications or similar, preferably in spirits, lifestyle, entertainment

Demonstrated experience in orchestrating international organic and paid media campaigns



Ability to work both autonomously and collaborate across teams, diverse cultural contexts and functional areas



Advanced knowledge of MS Office, Google Analytics, and other digital marketing tools



Strong organizational skills, with excellent written and verbal communication and presentation skills in English

[bewerbung@jaegermeister.de](mailto:bewerbung@jaegermeister.de)