



## Group Digital Marketing Lead (100%)

Einsatzort: Zürich und Umgebung

Start: per sofort / Juli 2020

### Your Core Tasks and Responsibilities

- Define & challenge digital marketing plans and optimize them as per business dynamics
- Identify digital marketing opportunities needs for paid and non-paid channels
- Set up marketing platforms and tools best suited to meet defined business objectives
- Coordinate and drive advanced digital analytics together with local business intelligence & finance teams including the definition reporting requirements and key performance indicators
- Constantly provide recommendations with regards to marketing optimization based on in-depth analysis
- Support teams with market research, forecasts, promotions

### Your Profile / Professional Competencies to be successful in this role

- A minimum of 5 years of experience in online marketing strategy development (essential).
- Outstanding experience on how to develop digital marketing plans, combined with strong experience in the execution across all paid and non-paid channels (essential)
- Excellent track record in working hands-on with marketing monitoring tools like Google Analytics. Deep understanding of performance metrics (essential).
- Native German, fluent English (oral and written communication)
- Hands on experience with popular Social Media platforms, their management and monitoring tools as well as with email-marketing tools (eCRM)
- Basic technical and good processual knowledge of e-commerce systems in particular B2B and B2C Shop Systems

### What you can expect

- An inspiring and international business environment with a supportive mind-set
- Flat hierarchies and several opportunities to develop and take over ownership Option of flexible working hours, because outcome, not face-time counts
- Strong corporate culture promoting open feedback and personal development

**Jetzt bewerben**

#### Diethelm Keller Management AG

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