POSITION – Digital Marketing Manager DACH

Full time position to be filled immediately
Location – Dach Region – To be defined

Job Title: Digital Marketing Manager DACH

The Digital Marketing Manager D/A/CH will implement and manage all digital marketing activities and campaigns in the D/A/CH Region. He/she will be responsible for creating and executing social media and web marketing activation from planning to execution. He/She will also listen to all the content which is published about the brand in German speaking communities. This role requires a proven track record in interacting with consumers through social medias and web marketing. An experience managing other marketing topics such as PR, influencers, trade marketing is an advantage. The objectives of this role are to grow our social media architecture and presence across the DACH region and also to support our business performance with sharp digital marketing expertise.

Key missions

- Design, build and maintain our social media presence to fulfill German speaking market’s needs, ensuring global consistency and local relevancy.
- Plan and execute all web marketing activities including database, email and display advertising campaigns for DACH Region
- Track social media and web marketing activities and metrics to continuously improve performances and solutions.
- Collaborate with international marketing and communication teams to deliver digital marketing activation that are fully integrated into the overall marketing mix and supportive of our brand and business goals.
- Utilize analytical ability to evaluate end-to-end customer experience across digital channels and customer touch points
- Listen to the content published around the brand, report and moderate
- Collaborate with Austrian, Swiss and German country managers and marketing teams to define, align and optimize digital marketing investments in the region.
- Track and monitor DACH digital marketing budget on a monthly-basis to ensure compliance with company-approved numbers.

Qualifications

- Fluent in English (both written and spoken)
- Copywriting skills in German
- Sharp expertise of vertical terrain: Climbing, Mountaineering, Work at height, Rope access
- University Degree or Master level in Digital Marketing and Communication
- Minimum 5 years’ experience working in digital and social marketing
- Experience working in multicultural and international environment
- Frequent travel required in D/A/CH region and to Headquarter in Crolles/ France

Please contact recruitment@petzl.com if you are interested by the position