



PR/086833 | Digital Marketing Specialist Europe (m / f / d)

Job Information

Recruiter

JAC Recruitment Germany

Job ID

1512942

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

April 17th, 2025 08:01

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

A family-run Japanese company with more than 200 years of history is looking for a Digital Marketing Specialist Europe (m/f/d) .

JOB RESPONSIBILITIES

In this role you will oversee topics across the entire digital marketing channels

- You plan, implement and manage all digital marketing & communication activities to promote our products in the markets, including the content management planning and development
- You support the implementation of the annual marketing plan with online activities to increase brand awareness and conversion.
- You support the e-commerce team in the implementation of promotions and product listings

- You set-up and maintain our website and D2C shop
- You manage and develop our social media channels (FB, IG, LinkedIn) incl. Paid-Ads and support the local markets
- You track and manage the website and social media channels and prepare KPI reports analyses for the Management
- You optimise the customer journey
- You steer external agencies and service providers in the development and implementation of digital marketing projects
- You monitor and control the digital media and marketing budget

JOB REQUIREMENTS

- Bachelor's or Master's degree in Digital Marketing, business administration, or comparable fields of study.
- Several years of experience (3 years +) in digital marketing, ideally in FMCG industry.
- Experience in CMS systems (e.g. WordPress and Typo 3), knowledge in e-mail marketing tools is a plus
- Experience in the development and expansion of social media (especially LinkedIn, YouTube, Facebook, Instagram)
- Project management experience in international contexts, with the ability to work effectively across cultural boundaries.
- Fluent English skills, German and additional languages are an advantage.
- Self-driven and goal-oriented work style with high initiative and hands-on mentality.
- Open and persuasive personality with excellent communication skills, team spirit, and the ability to collaborate effectively in an international environment.
- Willingness to travel occasionally (up to 10%).

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

Company Description