

Digital Marketing Manager BAL.ON (m/f/d) - REF37155N

Descrição da função

We are actively seeking a dynamic Digital Marketing Manager to support our marketing team in Hanover-Vinnhorst. As Digital Marketing Manager you are responsible for the development and implementation of the digital marketing strategy for BAL.ON. You are working strategically on our objectives and implement the right tactics to reach them. You drive the digital sales channel as major part of the BAL.ON revenue generation.

[Click here for more information about BAL.ON](#)

Conceptualize digital marketing campaigns, create convincing creatives and content, execute campaigns according to strategy and report the results including learnings for future and constant improvement.

Responsibilities:

- Contribute to quarterly OKR definition, monitoring and achievement, specifically for the digital marketing channel
- Assume responsibility for the execution of digital marketing activities
- Conceptualize campaigns, create convincing creatives and content
- Execute campaigns according to strategy and report the results including learnings
- Implement lessons learned and make testing an integral part of the execution
- Maintain a well-organized editorial plan for all digital communication channels
- Engage actively with the golf community and leads via digital channels, especially social media networks
- Develop and implement innovative ideas of lead generation and customer interaction
- Active Influencer and Ambassador Management
- Analyze trends and digital marketing data, develop relevant insights and present within the team
- Feed Sales, Product Development, Customer Service and Marketing with relevant data and insights
- Create data-based marketing structure for fact-based decision making
- Manage and work with agencies and suppliers

Requisitos

- Completed studies in economics, business administration or similar with a focus on marketing
- Several years of professional experience in marketing required with typical digital marketing processes including but not limited to content marketing, social media marketing, editorial planning and SEO/SEA
- Excellent writing and communication skills (in English & German)
- Passion for golf



Identificação da vaga
REF37155N

Área funcional
Marketing and Sales

Local
Hanover

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Contato
Sarah Bendikat

Pessoa jurídica
**Benecke-Kaliko
Aktiengesellschaft**

- Experience in sports marketing
- Ability to work independently in a fast-changing environment
- Experience and interest in agile structures
- Experience working with international teams

Applications from severely handicapped people are welcome.

O que oferecemos

We want our employees to do well with us. That's why we offer them not only an exciting job in an international technology group, but also numerous additional offers such as flexible and hybrid working, sabbaticals and other benefits. [Click here to find out more.](#)

Ready to drive with Continental? Take the first step and fill in the online application.

Quem somos

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

The ContiTech group sector develops and manufactures, for example, cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.