

Digital Marketing Specialist

담당 업무

Responsibilities

Strategy & Campaigns

- Develop and implement comprehensive digital marketing strategies aligned with company and brand objectives.
- Plan, manage, and optimize integrated multi-channel campaigns (Website, SEO/SEA, Paid Social, Email, Content, Marketing Automation).
- Translate business objectives into effective customer journey, funnel, and touchpoint concepts.

Performance & Management (Focus)

- Continuously monitor the performance of key KPIs (e.g., Conversion, ROI, ROAS, CAC).
- Identify and implement data-driven optimization measures (A/B testing, funnel & UX optimization).
- Prepare reports and presentations for management and stakeholders.

Content & Channels

- Responsible for content strategy, editorial planning, and channel-appropriate implementation.
- Manage SEO and SEA activities, including keyword and performance strategy.
- Ownership of digital channels and domains, ensuring a consistent brand message.

Collaboration & Innovation

- Close collaboration with brand, sales, product management, design, and IT teams.
- Manage external agencies, freelancers, and tool partners.
- Actively monitor digital trends and (Marketing and AI) tools, integrating them pragmatically.

지원자 프로필

Professional Skills

- Experience with analytics, tracking, and performance tools (e.g., GA4, Ads Manager, Marketing Automation).
- Strong knowledge of SEO, SEA, Paid Social, Content Marketing, and Marketing Automation.
- In-depth understanding of customer journeys, funnels, and conversion optimization.
- Confident handling of KPIs, reporting, and data-driven decision making.



직무-아이디
REF96588N

모집 분야
영업 마케팅

지사
세계드

리더십 레벨
Leading Self

근무 유형
Hybrid Job

법률 고지
ContiTech Rubber Industrial Kft.

Technical Skills

- Strong affinity for technology !
- Hands-on experience or strong interest in marketing automation and CRM systems (e.g., Salesforce).
- Experience with CMS systems (e.g., TYPO3, Adobe AEM, Salesforce) and solid understanding of UX and web fundamentals.
- Openness and competence in using AI-powered marketing tools.

Experience & Personality

- Completed degree in marketing, communications, media, business or equivalent qualification.
- At least 5 years of relevant professional experience in digital marketing.
- Analytical and creative mindset, hands-on attitude, and clear sense of ownership.
- Strong communication and stakeholder management skills.
- Structured work and team player, Hands-on mentality
- Excellent English skills, both written and spoken.

취우 조건

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- Training opportunities
- Mobile and flexible working models
- Sabbaticals

and much more...

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기업 소개

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 2021, Continental generated sales of €33.8 billion and currently

employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.

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.