

Digital Marketing Specialist

Descrição da função

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.

Requisitos

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.



Identificação da vaga
REF96588N

Área funcional
Marketing and Sales

Local
Szeged

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
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.

O que oferecemos

The well-being of our employees is important to us. That's why we offer exciting career prospects and support you in achieving a good work-life balance with additional benefits such as:

- Training opportunities
- Mobile and flexible working models
- Sabbaticals

and much more...

Sounds interesting for you? [Click here to find out more.](#)

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[Diversity, Inclusion & Belonging](#) are important to us and make our company strong and successful. We offer equal opportunities to everyone - regardless of age, gender, nationality, cultural background, disability, religion, ideology or sexual orientation.

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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 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.