



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

### Job Information

**Recruiter**
[JAC Recruitment Germany](#)
**Job ID**

1541228

**Industry**

Digital Marketing

**Job Type**

Permanent Full-time

**Location**

Germany

**Salary**

Negotiable, based on experience

**Refreshed**

July 1st, 2025 16:08

### 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 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.

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## **Company Description**