



Digital Marketing Communications Manager
(m/f/d)
German/ English

About yes&

yes& is a creative & innovation consultancy. We specialise in communications & strategy, combined with digital product creation. By combining beautiful design, accurate data & the right technology, we help our clients achieve growth. We form partnerships with our clients through a desire to always build & improve.

We value our people & invest in them through offering excellent benefits, competitive salaries, & superb career development opportunities. We recognise & reward hard work. In return, we expect our people to bring the commitment; drive & talent to add significant value to our company.

The Role

We are currently looking for a Digital Marketing Communications Manager to join our growing team. This is a full-time role based in Berlin or Dublin depending on the location of the candidate. Reporting to a CEO, the Digital Marketing Communications Manager is responsible for developing, delivering & managing effective digital marketing strategies & campaigns that support client objectives & offer outstanding results.

Passionate about digital marketing & retail trends, you will be the key point of contact for all things digital, driving the team forward in terms of best practice, innovation, & new business. You'll have a broad knowledge of digital marketing, with a strong background in website development, SEO, CRM, email marketing, consumer surveys, & in particular, social media marketing.

Main Responsibilities

- > Devise & manage a practical & effective digital marketing communications plan (including strategy, goals, budget & tactics) that supports business objectives for yes& and its clients
- > Work with clients & our technical team, utilizing the CRM system to plan & send segmented email campaigns with industry leading open & click through rates
- > Manage creation, development & delivery of key digital publications & online newsletters
- > Work closely with the Creative team in the development of new websites & write compelling copy that enhances SEO
- > Create & manage the implementation of updates to websites & social media platforms
- > Create content for use in articles, blogs, online communications & social media, key reports, whitepapers & correspondence etc
- > Set & deliver tangible KPIs across website, email marketing & social media
- > Work with your manager to determine annual fee structure for digital marketing channels & identify areas to grow income
- > Devise & implement internal processes to ensure accuracy & consistency of messaging across all company-wide communications
- > Act as the main point of contact to join up all elements for a multi-platform approach

- > Collaborate with the wider marketing team to create innovative ideas & to deliver exceptional client service

Education & Experience

- > 3+ years of relevant digital marketing experience within a marketing agency or similar environment; including but not limited to website, social media marketing & email marketing
- > Knowledge of digital analytics software (Google Analytics, Facebook Insights, etc.)
- > Experience with managing websites & devising strategies to drive traffic & conversion
- > Working knowledge of paid advertising campaigns, particularly on Facebook & LinkedIn
- > Working knowledge of email marketing platforms (Hubspot, MailChimp, etc)

Abilities

- > Excellent communication skills (both written & verbal) & fluency in German & English
- > Excellent story telling skills with ability to adapt style for different audiences as well as editing experience & attention to detail
- > Highly creative with experience in identifying target audiences & devising engaging multi-channel campaigns.
- > Deep personal accountability for great performance
- > Ability to demonstrate creativity & innovative thinking
- > Proven track record in working as part of a team delivering a broad range of communications projects
- > Ability to accurately digest large amounts of information & break down complex problems thoroughly, framing the result in a way that creates clarity
- > Strong organisation skills & time management skills, with an energetic approach & a proven ability to work to deadlines & prioritise work under pressure
- > Strong presentation skills
- > Ability to foster strong internal & external relationships to achieve success

Benefits

- > Development opportunities - support for further education and training
- > Career progression - we value our employees and promote from within the company
- > Flat hierarchy
- > Modern workplaces
- > Opportunities to travel to our European offices
- > Amazing parties and events
- > Discretionary days at Christmas

Salary: Dependent upon experience

Contract: Indefinite

Hours: 40 per week

To apply for this position, please e-mail your CV to: careers@yes-and.io

yes& is an Equal Opportunities Employer