



AXIVAS



**MAKE YOUR DAY
A SALES DAY
JOIN THE TEAM**

DIGITAL STRATEGIST (m/f)

YOUR RESPONSIBILITIES

- ▶ Recommend channels and integration of digital destinations such as content hubs, sap.com, campaign landing pages, blog/community platforms, etc. to insure alignment with the audience preferences.
- ▶ Educate team and offer new concepts and tools for the IPs to leverage such as Web personalization and employee engagement.
- ▶ Guide the team to insure content is aligned with Content Matters recommendations and is optimized for search and social engagement.
- ▶ Optimize the integrated digital mix that supports the buyer's journey and the marketing objectives of the IP.
- ▶ Drive optimization and ongoing evolution of digital channels such as social media, paid search, SEO, etc. Monitor trends and evaluate the potential of new digital channels and tools. Contribute expertise to paid and organic programs.
- ▶ Modify plan on quarterly basis as a result of IP's ongoing audience analysis
- ▶ Facilitate the timely delivery of Paid, Owned and Earned and Social listening reports, provide insights and make recommendations for optimization based on performance data.
- ▶ Contribute to reports to deliver insights that guide content development, engagement practices, amplification efforts, business actions, audience trends, competitive information, and ongoing community management improvements
- ▶ Provide updates for key stakeholders as required to insure campaign success and adoption of best practices.
- ▶ Drive the development of the digital portion of the Campaign Activation Guide to enable campaign syndication within regions/MUs.

YOUR QUALIFICATIONS

- ▶ Bachelor's degree or equivalent required
- ▶ Minimum 5+ years of digital marketing experience
- ▶ Passionate about digital, social and content marketing
- ▶ Be curious and always eager to learn and share
- ▶ Be collaborative and drive adoption of new ideas and best practices
- ▶ Proven ability to develop insights and drive implementation of optimization recommendations
- ▶ Have excellent verbal and written communication skills

OUR OFFER

The Axivas Group is an international operating and fast-growing company and stands for competent business customer service in sales, service and support with four national and six international locations.

It requires a lot of tact and experience to establish business contacts, to develop effective sales concepts and marketing strategies to pave the way to success. Companies such as SAP, IBM, Microsoft, ABB place their trust in Axivas.

In addition to attractive working conditions and a state of the art infrastructure, we offer you the opportunity to continuous advancement in a dynamic and innovative company.

A positive working environment with a strong spirit, great colleagues, flat hierarchies and short decision-making routes.

After the initial on the job training phase and continuous trainings, you will have the opportunity to take on a versatile and responsible job position.

If we have awakened your interest please send your application documents stating your salary expectations and your earliest possible starting date: