

# BURTON



For our European headquarters in Innsbruck we are currently looking for a

## Digital Marketing Coordinator B2B (m/f)

### THE PRIMARY RESPONSIBILITIES FOR THIS POSITION ARE:

- Principal marketing contact for our European distribution network
  - Assure availability and distribution of visual and content assets internally and externally
  - Develop, plan and implement digital marketing campaigns with key distribution partners
  - Set up and maintain campaigns on self-service platforms at key accounts (e.g. AMS)
  - Manage, track and optimize campaign budgets, monitor and report KPIs
- Influencer program: own and develop digital influencer program for B2C and B2B
- Manage and track content translation for Europe and liaise with our translation provider, coordinate content delivery process with US headquarters
- Build and maintain landing pages for special events and raffles
- Support social media manager with content and assets

### ESSENTIALS FOR THIS ROLE ARE:

- Relevant work experience and proven understanding of current online marketing concepts
- Strong analytical skills and data-driven thinking: gut feeling is good, numbers are better
- Proactive and a self-starter with the capability to lead projects without constant supervision
- Basic knowledge of web analytics tools (e.g., Google Analytics, Business Manager), Excel and e-mail providers (e.g. Mailchimp, Sailthru); additional experience working with event tools (e.g. Splash) are a plus
- Excellent writing skills in English and German as you will be owner of content releases; any additional language is a plus
- Sports and the outdoors are a essential part of your life

### OUR OFFERING:

- A strategic position at the global market leader in the snowboard & snowboard lifestyle industry
- Very good team spirit, flat hierarchies, shared outdoor activities
- Working as part of a multinational team, located in the heart of the Alps
- Competitive, rewarding compensation package (min. gross € 32.200 p.a., depending on your qualifications and experience)

Are you the right candidate? Send your application to [jobs@burton.at](mailto:jobs@burton.at) and join the Burton Family.