

Our group is one of the worldwide leaders in high luxury skincare. Our products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% owned by Beiersdorf AG, Hamburg (Germany) since 1990.

For our headquarter in Volketswil ZH we are looking for a

Digital Campaign Manager

who will be in charge of digital channels within our 360° campaigns from ideation, planning and implementation to management. This position will report to our Global Digital Marketing Manager.

Responsibilities

- Planning, implementation and management of 360° campaigns for the Global Digital Team
- Further development of our standardized global campaign platform
- Definition of consumer journeys
- Management of the development of global master assets (intern/external)
- Management of internal and external creative and campaign partners
- Ownership of target audience and market insights research
- Interface with our global CRM team & local initiatives

Qualifications

- Degree in marketing or media sciences
- Minimum 4 years' relevant work experience:
 - Experience in digital campaigning, including owned and paid media channels
 - Experience working with key digital advertising platforms
 - Experience in management of global agency partner and internal stakeholders
 - Knowledge of online to offline campaign mechanics and CRM integration
- Very strong written and verbal communication skills – English proficiency is a must
- Excellent project management skills
- Very good knowledge of social media and digital trends
- Entrepreneurial, international mind-set, passionate and enthusiast
- A previous experience in luxury industry is a plus

Location: Switzerland, Volketswil ZH

Admission date: As soon as possible or by agreement

Interested: If you are interested in this exciting opportunity, please send your application to: Mrs. Andrea Fust, application@laprairiegroup.ch, Ref. Digital Campaign Manager

