



# INTERNATIONAL DIGITAL MANAGER

LEADING OUR INTERNATIONAL MARKETING TEAM WITH ENTREPRENEURSHIP AND COMMITMENT

In this strategic and operational role reporting to the International Marketing Manager, you will be responsible for developing the digital strategy for the brand Maurice Lacroix.

Your key responsibilities:

- Digital strategy (advertising campaign , brand development , social media, e-commerce, CRM )
- Maintain & enrich digital eco system (social media, brand website & e-commerce)
- Develop brand content & production for all digital touchpoints
- Develop yearly digital campaign with the coordination of local advertising budget
- Digital evangelization at all the Maurice Lacroix Levels
- Optimize relation and budget with external agencies
- Share best practices and analysis with markets

Your qualifications and skills:

- Project management
- Social media platform, metrics, keep updating with new trend
- Website CMS
- Good knowledge of the watchmaking field
- Google analytics & other data management tools
- Brand Management
- Social media campaign
- Able to work with multiple projects in the same time
- Ability to communicate often & simply to the management & key partners
- Autonomous
- Ability to optimize processes and budget at all levels

Position:

- Activity rate: 100% / Workplace : Biel, with occasional assignments in Saignelégier
- Availability: March 2017 or by mutual agreement

Mrs. Yvette Erard is looking forward receiving your complete application documents only via [www.dksh.ch](http://www.dksh.ch). Please note that direct applications by email will not be considered.

## **About Maurice Lacroix**

Maurice Lacroix is based in Saignelégier, located in the Jura region, an area noted for its watchmaking prowess. The past 40 years, the Swiss watchmaking company has produced watches reputed for their high perceived value and attention to details. In 2006, the Swiss watchmaking company designed and developed its first in-house movement and over successive years this has grown to 15 in-house Manufacture calibers. The company has won over a dozen major awards for its watches over the years, with industry panels recognizing its design, ingenious creativity and craftsmanship. Maurice Lacroix watches are distributed in 2'200 points of sale. It continues to grow, based on a winning formula of quality, reliability, ingenuity and determination, expressed through fresher and high perceived value designs backed by patented technologies. The company relentlessly seeks to deliver a new perspective on time to reward and accompany consumers in their quest of success. It is this "Passion for Progress" which is at the heart of the brand's culture. On July 1, 2011, DKSH, a Swiss company based in Zurich and the leading Market Expansion Services provider in Asia, acquired a controlling stake in the Maurice Lacroix group. With 780 business locations and 30,320 employees, DKSH is present in 36 countries and generated net sales of 10.5 billion Swiss francs in 2016.