

To strengthen our International Marketing Team at our Headquarter in Huenenberg/ZG, we are looking for an experienced and motivated

Digital Marketing Manager (100%)

In this interesting role, you are responsible for turning ODLO into a digitally relevant brand. Drive the overall direction of our digital strategy and work with Brand Marketing to set content direction and ensure that the right content is being developed to service the digital channels.

In detail, there are the following main tasks / responsibilities in this role:

- Ensure the ODLO brand is presented in a relevant, meaningful way in all digital channels
- Define, execute and deliver on overall Digital Marketing Strategy & Plan
- Drive social media channels and lead vendors for precise executions
- Work closely with our E-Commerce Team to drive commercial targets while balancing brand needs at the same time
- Have clear understanding of all digital channels and how to leverage for brand growth
- Manage agencies, vendors and freelancers to ensure material delivery
- Have a clear understanding of data to define KPIs to measure activity
- Responsible for planning and budget control around digital content
- Review new formats/ideas and grow the company to be at the forefront of digital marketing
- Plan, define and execute seasonal story delivery

We are looking for a candidate with the following background:

- 6+ years experience in Digital Marketing
- Previous advertising agency and project management experience
- Compelling written & presentation skills
- Very good IT skills (Photoshop, MS Office, Google Analytics, Social Media Measurement Tools)
- Native English Speaker, Strong German and/or French skills

Are you interested to work within a dynamic, fast changing organization in the exciting world of sport with strong ability for advancement? Can you identify with the Odlo brand? Send us your complete application – we look forward to receiving it.

Odlo International AG | Corinne Nussbaumer | Human Resources
Bösch 47 | 6331 Hünenberg | Switzerland | +41 41 785 04 34
recruiting@odlo.com

Job Applicant Privacy Notice:
<https://www.odlo.com/de/de/customer-service/privacy-security/privacy-policy-new.html>

ODLO – ENGINEERS OF ACTIVE LAYERS

Born in Norway and engineered in Switzerland, Odlo offers performance sportswear across 6 categories: functional sport underwear, running, training, cycling, Nordic disciplines and outdoor.

With more than 70 years of heritage, Odlo, the inventor of performance sports underwear and the three-layer principle, continues to innovate, always making sure that it stays one step ahead, and is distributed in over 35 countries.

As a full-year performance brand, Odlo also shows strong commitment towards social and environmental sustainability, and is proud of its leader status at the Fair Wear Foundation.