



Digital Content Manager (m/f)

As our Content Manager, you will be responsible for the planning, creation and publication of our online content. You will work in close collaboration with our Brand Management and will assume responsibility for the implementation of different online projects. The objective is a brand-compliant Internet presence and the generation of higher visitor numbers.

Your main tasks:

- Planning, creation and publication of content compliant with the specifications in the marketing plans for the product brand and the family brand
- Content and technical design and further development of the respective brand images in the Internet (websites, social media channels, online shops)
- Ensuring the observation of clear brand languages for the product and family brands
- Responsibility for projects in collaboration with specialist areas and external service providers
- Consultation for our trade partners for the online presentation of our product brands
- Analysis of the visitor numbers (target groups, regions, campaign successes, ...) and optimisation of our web presence
- Implementation of competition analyses and determination of trends in content creation
- Creation of reports and statistics

Your profile:

- Successfully completed higher education (university, technical college)
- 2-5 years of experience in digital marketing/content management (preferably in the field of fashion, lifestyle or the consumer goods industry)
- Training in the area of web technologies and/or graphics
- High affinity with online topics
- Excellent knowledge in HTML, CSS, SEO, image and video processing
- Excellent linguistic expression skills
- Creative and interested in fashion
- Project management experience
- Knowledge of English and MS Office

We offer you:

- Entry into the shoe branch in an international company with four individual and successful brands.
- Uncomplicated interaction in a creative environment and a pleasant working atmosphere.
- Respect and appreciation are a matter of course for us, and this also applies for the selection of employees. We are constantly searching for the best candidates for our company – irrespective of age, gender, origin etc.
- The collective agreement for the shoe industry (Application group IV) stipulates for this position a monthly gross salary of €2,371.00. The actual salary will be orientated on your qualifications and experience.

Do you feel that these requirements apply to you, and wish to discover more about legero united? Visit us at www.legero-united.com. Send your informative application to: apply@legero-united.com. We look forward to hearing from you!

