

About Kekst CNC

Kekst CNC was formed in late 2018 when two of the world's premier strategic communications firms, Kekst, founded in 1970, and CNC, founded in 2002, combined their teams and capabilities to build the leading global strategic communication consultancy worldwide. Our global team of more than 250 experienced professionals serve clients from our 13 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, Paris, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm where Kekst CNC is JKL. As trusted advisors, the firm contributes its expertise on such high-stake matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. Kekst CNC is part of the Publicis Groupe, the world's third largest communications group.

Director, Digital Engagement, Germany (m/f/d) Munich, Frankfurt or Berlin

Your responsibilities will include:

- Leadership of Kekst CNC's Digital Practice in Germany, with the aim of further developing and establishing a market-leading digital and social media offer that is recognised by clients and prospects as well as the wider market as a genuine Kekst CNC value add
- Driving digital and social media projects –on a strategic level as well as on execution and implementation
- Providing expertise and thought leadership on top-tier positioning in digital communications to support our board level clients excel in their digital transformation
- Leading on significant client mandates, expanding existing clients, leading new business activities, and developing own pipeline of new business
- Establishing digital excellence as a core part of the Kekst CNC offering, working in close collaboration with the Director of Digital Engagement in London and with the Global Head of Marketing, as well as the Head of Research in New York
- Leading and developing Consultants, and inspiring them to high performance
- Acting as coach, adviser and expert for peers and all staff to further instil digital competencies in Germany e.g. by leading expert sessions and supporting digital champions

Your profile:

- Master's degree in Business Administration, Business Economics, Marketing, Computer Science, or any other related field
- 8+ years' experience in a leading role in digital and social communications with a proven track record and a corresponding public reputation
- Demonstrated capability in both strategically crafting and operationally executing digital campaigns, innovative social media engagement, and effective ways of leveraging strategically relevant influencers and audiences/ personas
- In-depth knowledge of emerging digital and social trends across multiple markets
- Unrivalled knowledge and experience in selecting and using primary analysis, community management and collaboration tools
- Experience with change communication
- Excellent communication and presentation skills, able to lead board level discussions
- International experience
- Proven track record of people development skills
- Fluent in English and German
- Willingness to travel

We offer:

- An inspiring atmosphere characterised by a high-level of professionalism, challenging projects and an open corporate culture
- The possibility to work in a dynamic team and be part of a growing global firm
- Cross-office and cross-border projects, made up of international teams
- The chance to actively create the future of the company and contribute to its development
- Creative and entrepreneurial freedom coupled with short, fast decision-making processes
- Attractive salary and benefits package including 5% finder's fee of annual revenues for all new client acquisitions

Please send your full application to the following e-mail address:

career-emea@kekstcnc.com