

## 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 12 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, 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 and integrated campaigns. Kekst CNC is part of the Publicis Groupe, the world's third largest communications group.

At the earliest next possible date, we are looking for a

## Digital Consultant Germany (m/f/d) Munich or Berlin

### Your responsibilities and tasks will include

- Ongoing development of the Kekst CNC Digital practice in Germany, with the aim of enhancing our digital advisory capabilities that are recognised by clients and potentials as well as the wider market
- Strategic consulting for our clients in areas such as analytics, social media, digital campaigns, digital presence, content marketing and services
- Development and implementation of exceptional solutions such as digital and social campaigns with a sound strategic basis
- Rolling out of digital and social media communication projects together with our digital team by using existing and new tools and procedures
- Development of measures to assess the success and quality assurance of the implemented measures and campaigns
- Leading integrated digital consulting services within significant client projects or mandates, reviewing existing clients for their digital consulting potential, pitching for new clients and developing own pipeline of digital business
- Support the ongoing building of digital as a core part of the Kekst CNC brand, working in close co-operation with the German digital team and team lead, the global Head of Digital in London and within the global Kekst CNC network.
- Grow and lead a team of employees, nurturing their development and inspiring them to high performance
- Acting as coach, adviser and expert for peers and all staff to instil further digital competences in Germany e.g. by offering expert sessions and creating digital champions

## Your profile

- You earned your bachelor's degree or similar in, for example, Business Administration, Digital Marketing, Social Media Management, Digital Campaigning or Media and Communication Management.
- You have at least 2 years' experience with social media and digital campaigns in agencies or comparable environments
- You possess a high empathy for target groups and a very good sense of stakeholders and reputation dynamics in the digital ecosystem You have a deep knowledge of emerging digital and social trends across multiple markets and show a keen interest in all kinds of trends in this field
- You have developed a deep knowledge and excellence in selecting and applying primary tools like e.g. Talkwalker, Ubermetrics, Quid, Audiense, Pulsar, Meltwater, Factiva etc.
- You understand Search Engine Optimization (SEO), to advise on content creation and ongoing website maintenance
- You have digital and social media capabilities, including content creation, social media listening, community management, paid media management and influencer campaigns
- You possess excellent communication and presentation skills, and can participate in board level discussions, leading the digital part
- You show an international mindset, hands-on mentality and want to be part of a team
- You can draw concrete actions and strategy recommendations from methodical data analysis
- You love creativity and want to contribute your own ideas and suggestions
- You have first experiences of leading junior staff on projects
- You are fluent in English and German

## We offer

- An inspiring, excellence driven 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 global network
- 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
- Flexible remote working solutions, attractive office spaces and employee benefits
- Attractive salary and benefits package including a 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](mailto:career-emea@kekstcnc.com)