

About Kekst CNC

Kekst CNC is a global strategic communications firm that specializes in protecting and enhancing reputations. From 15 locations around the globe, our team of 250 professionals provides expert communications counsel, informed by judgment, insights and data-led analysis. We apply our communications expertise across high-stakes corporate, financial, and political matters, helping businesses communicate effectively through periods of disruption, transformation and growth. Kekst CNC is part of the Publicis Groupe. For more information, visit www.kekstcnc.com

Kekst CNC is seeking a creative, results-oriented individual to provide strategic marketing and tactical support and build the Kekst CNC brand in the German market.

To support our global marketing team we are hiring a full-time

Marketing & Communications Generalist (f/m/d)

Munich, Frankfurt or Berlin

About the Role

As Marketing & Communications Generalist based in Germany, you will work closely with the Global Marketing Director and the local management team to design and implement high-impact marketing programs that raise Kekst CNC's brand awareness and help build relationships with clients and key influencers. Responsibilities include (but not limited to): Creating and adapting (writing / editing) content, executing direct and digital marketing campaigns, producing conferences and events.

Main responsibilities

- Develop and adapt engaging short and long-form marketing content (blogs, video features, Q&As, case studies and others)
- Manage and enhance owned and relevant external channels (German Kekst CNC website, LinkedIn, media and others)
- Develop and implement high-impact events and webinars, including the annual Kekst CNC Summit
- Manage direct marketing activities
- Support the implementation of the global CRM system in Germany and ensure its fully leveraged to maximize effectiveness of business development and marketing campaigns
- Enrich relationships with influencers and identify opportunities for strategic partnerships
- Establish marketing KPI's for Germany and track campaign impact/analytics and loop learnings back to the local management and global marketing teams
- Follow industry trends and provide competitive intelligence
- Work with the Global Marketing Director to plan, oversee and measure the local budget
- Develop understanding of Kekst CNC's offer, value proposition and priorities to ensure marketing activities are aligned to build the brand in the market
- On a project basis, support the development and implementation global marketing projects and marketing campaigns in smaller markets

Experience required

- Several years proven track record and experience in a B2B marketing/communication function in professional services or agency
- Expertise in crafting and editing engaging content across multiple formats (print, social media, web, etc.)
- Fluent in English and German

Skills and attributes

- Excellent communication and strong writing and editing skills
- Must have outstanding interpersonal skills, honed in a demanding and challenging international work environment
- Ability to juggle competing tasks and priorities and manage own time
- Flexible attitude, hard-working and results driven
- Self-starter who has an appetite for learning and ability to work without daily guidance

What we offer

You would join at an exciting stage as we are building up the global Marketing function. While you would focus on raising the brand awareness in the German market, you would work closely with the global marketing team and support key global projects and campaigns.

Kekst CNC offers an inspiring working atmosphere, characterized by the highest level of professionalism in a challenging environment, lots of fun at work and an open corporate culture.

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

career-emea@kekstcnc.com

We look forward to your application!

Kekst CNC is an Equal Opportunity Employer. All qualified applicants will receive considerations for employment without regard to race, colour, age, religion / belief, sex, sexual orientation, gender identity /expression, national origin, disability, marriage and civil partnership status, pregnancy and parental status, or any other characteristic protected under EU, state or local law, where applicable.