



JOURNAL INTERNATIONAL EXPERIENCE GmbH partners with leading premium brands worldwide to deliver a range of tailored solutions. Our services encompass high-level content marketing solutions with magazines, websites, apps, social media channels and more as well as bespoke customer benefit strategies with a combination of events, offers and privileges created and managed exclusively for our clients.

As the agency responsible for creating new conquest sales for the launch of BMW's next luxury class car, this role has never been more important. The position is offered on a full-time basis and will be based at our headquarters in Munich, Germany. The duration of the contract is 24 month. Start: ASAP

We are currently recruiting for the position of

> **Digital Campaign & Marketing Automation Professional (m/f)**

As part of the Campaign team, the role is twofold:

1. Working with the Campaign Manager, to create and launch timed, effective and relevant campaigns to our global prospects.
2. Use Salesforce CRM Marketing Cloud Journey Builder to create personalized and automated prospect engagement
3. To provide concise insight on campaign performance so that we continue to improve campaign effectiveness.

You'll use data to make recommendations that feed into decisions which affect marketing activity and will ultimately have an impact on 'prospect' experience and marketing's financial performance.

You will conduct deep numerical analysis of customer journeys across channels, the interactions we have with our customer and the prospect base. Reporting directly to the Campaign Manager, you will work closely with the IT team to provide regular analysis and insights to the wider marketing team and drive performance for the business. This is a potentially career-defining and career-making role for the right candidate.

Your key Tasks:

- Use Excel, Google Analytics, CRM SaaS (Salesforce.com) and other online analytic tools to an advanced level to extract insights from data
- Use Salesforce Marketing Cloud Journey Builder to create extremely personalized prospect (B2C) journeys.
- Produce pre and post-campaign evaluations for performance and customer segmentation purposes, across the website and multiple marketing channels
- Design and deliver weekly, monthly and annual reports highlighting a range of trends and correlations
- Support with digital analysis and insight on marketing/sales data to increase customer understanding as well as drive performance
- Identify trends and interpret into tangible business recommendations, present these opportunities to the wider teams and support in their delivery.

Your Profile:

- Salesforce CRM Sales and Marketing Cloud experience
- AB Testing experience to improve conversion rate optimisation (content and landing page)
- Experience with one or more digital analytics tools (Google Analytics, Search Console etc.)
- Strong statistical skills
- 1-2 years' experience in an analytical position, ideally with online marketing for an online brand or retail organisation
- Native English speaker – ideally with advanced written and spoken German
- Digital experience and awareness of content management systems
- Proven experience in handling key account relationships
- Ability to multi-task and work to deadlines
- Excellent organisational skills and attention to detail

» Please send your CV and covering letter, accompanied by your salary expectations and possible start date to personal@jiexperience.com

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