



Beiersdorf

CAREER  
starts with CARE



Eucerin

Hansaplast

## DIGITAL ACTIVATION MANAGER (M/F)

### CARE FOR SKIN – CARE FOR PEOPLE

Beiersdorf is known for its leading international skin care brands, including NIVEA, NIVEA MEN, Eucerin, Labello and Hansaplast. To maintain our growth we offer broad responsibilities and challenging tasks, enabling our people to raise the bar in all fields of our business - every day right from the start.

For our digital team in Vienna we are looking for an entrepreneurial, caring and trustworthy personality. Reporting to the Digital Manager Austria, this person will help further digitalize our people and brands in the Austrian market and also share knowledge to our CEE markets.

In this position you will be responsible for managing and growing our consumer brands NIVEA, NIVEA MEN and Labello in digital by:

- defining activation strategies and executing product and umbrella brand campaigns together with our internal brand managers and external partners.
- developing content as a key digital brand service and securing appropriate performance.
- handling several tools to monitor and evaluate our brands' digital activation performance.
- managing internal digitalization projects and inspiring people on digital transformation.

### YOU SHOULD BRING WITH YOU

- a keen interest in marketing, sales and how digitalization drives FMCG brands in the future.
- a curious mindset for trying out new things and rapidly implementing learnings.
- 2-3 years of experience in a digital startup, digital media company, digital agency, digital marketing unit or similar area where you have tackled digital transformation.
- a good feeling for brand design and usability/user journeys.
- proficiency for the German language and grammar as well as fluency in English.
- an university degree as a plus, e.g. in communication, marketing, information technology, digital publishing or similar fields.

### YOUR BENEFITS WILL BE

- being part of our digital team working in a very hands-on, fast prototyping environment with flat hierarchies and the potential to move things.
- getting brand management training to understand the success factors behind our brands in the on- and offline world.

- getting the chance to develop within the Beiersdorf group which is operating 150 affiliates around the globe.
- state-of-the-art technical support (notebook, mobile phone) and flexibility in terms of working hours and location (e.g. home office).
- developing yourself in a secure but challenging environment of an over 100-year old company with good social benefits.
- According to Austrian laws we have to mention the minimum salary for this position which is EUR 2.315,--.

If you want to move with us to the next level of digitalization, we are looking forward to receiving your application via E-Mail: [job@beiersdorf.com](mailto:job@beiersdorf.com). Please enclose your first memorable encounter with the NIVEA Crème in a tweet's length and explain what we as NIVEA should better start change today than tomorrow in digital. Besides, please give us some details on your background with a CV, LinkedIn or Xing profile.

We are looking forward to your application!

[www.beiersdorf.com/career](http://www.beiersdorf.com/career)

**Beiersdorf**