

Hubert Burda Media

Marketing Specialist (m/f/x)

Munich/Berlin, full time/part-time

What you can expect from us...

We are hiring a full-time Marketing Professional to join our team in Germany. In this role, you will lead the development and execution of BPI marketing strategies that span content creation, campaign management, and brand-building initiatives, including events. This role demands a dynamic, forward-thinking individual who combines a strategic mindset with a proactive, 'can-do' approach, exceptional work ethic, and meticulous attention to detail. As a key driver of BPI's marketing vision, you will have the opportunity to help create our brand narrative, leveraging your depth of experience to foster growth, engagement, and visibility across our target markets.

Your responsibilities:

- **Social Media & Content Management:** Manage our LinkedIn channels and website content, aligning with broader marketing objectives to enhance brand reach and engagement.
- **PR & Partnerships:** Lead in building BPI's brand through media relations and strategic external partnerships, driving visibility and strengthening our market presence.
- **Events:** Creatively support and execute BPI events, ensuring they align with our strategic goals to enhance brand perception and industry relationships.
- **Investor Communications:** Contribute to the development and management of our investor communications, including newsletters and quarterly reports, to support our strategic messaging and investment narrative.
- **Market Analysis & Insights:** Conduct ongoing market research and analysis to guide our strategic positioning and identify emerging trends and opportunities.

What we would expect from you...

- **3+ years of marketing experience**, with a track record of impactful campaigns and initiatives.
- **Thrives in dynamic environments**, adept at navigating fast-paced and varied tasks with resilience.
- **Exceptional communication skills**, with the ability to craft and convey messages clearly and persuasively across multiple channels.

- **Proficient in diverse task management**, demonstrating agility in handling multiple projects with tight deadlines.
- **Team player**, excels in collaborative, distributed, and remote working setups, fostering positive team dynamics.
- **Strong analytical skills**, leveraging data to drive strategic decisions and optimize marketing performance.
- **Highly adaptable**, embraces continuous learning to stay ahead in marketing trends and technologies, enhancing professional growth and strategic impact.
- **Fluency in English and German**, capable of engaging effectively in both languages for diverse stakeholder communication.

What we can offer you...

- Lots of creative freedom in the secure framework of a diverse, successful company, enable ambitious entrepreneurship, interdisciplinary networking and courageous innovations
- A wide range of benefits, such as company pension scheme, bicycle leasing program, health management, discounts at gyms, sabbaticals, pakadoo packing station
- Free magazines as well as discounts on magazine subscriptions including more than 300 brands in areas such as technology, fashion, sports and culture
- Personal as well as professional development through a wide range of internal and external training opportunities and coaching
- We take responsibility, contribute to the well-being of our society with our **foundations** and support you in your heart project with initiatives such as "Burda bewegt"
- 30 days of vacation, flexible working hours & work locations (by arrangement), up to 20 days of workation in EU countries for your ideal work-life balance
- Subsidized company restaurant, as well as day-care center close to the company for the ideal compatibility of family and career
- Our employees are important to us: We offer you a permanent employment contract and encourage internal development
- In-house art collection "Artothek" where employees can borrow original works of art for their office
- A smartphone and a laptop for professional and private use

Want more Burda insights? Visit **Hubert Burda Media**

Burda is colourful

We respect diversity and we therefore welcome all applications - independently of gender, nationality, ethnic and social origin, religion and ideology, disability, age as well as sexual orientation and identity.

Burda is digital...

Please use our online application form to apply!

Burda is current...

Positions advertised on our website are current and vacant!

Kontakt Jana Schönwald, Recruiting Consultant, karriere@burda.com