

# RIMOWA



## SENIOR DIGITAL MARKETING MANAGER (F/M)

Welcome to RIMOWA, the first German Maison of the LVMH Group. We are a global lifestyle brand with a mission to create the essential tools for a lifetime of travel. For more than 120 years, we've dedicated ourselves to develop unique products where function coexists with luxury, heritage with innovation, and craftsmanship with design.

At RIMOWA we believe that great ambitions demand resilient companions. It's why our tools are created with longevity in mind. Because the most meaningful journeys last more than a trip, they last a lifetime. Please join us to discover your own.

### APPLICATION:

We would kindly ask you to send your complete application documents, including your salary expectations and the earliest commencement date as PDF via Email to [karriere@rimowa.com](mailto:karriere@rimowa.com)

HR department  
Jaqueline Khalil

### WHAT WE HAVE TO OFFER:

The Sr Digital Marketing Manager of RIMOWA will be an active member of the global marketing team, reporting to the Head of Global Marketing. As such, you will manage the holistic digital media behavior of RIMOWA -media, advertising, social and dot com- while helping build a world-class team of digital marketers. You have demonstrated success in developing and executing cross-channel online consumer advertising campaigns and other digital marketing initiatives that have driven meaningful engagement and growth. This is a great opportunity for a digital executive to build a team that will develop and launch innovative marketing campaigns directed to a modern luxury consumer seeking for unique products and experiences. The ideal candidate will have worked in a centralized digital marketing role and/or digital marketing agency, working cross-functionally and cross-organizationally.

This position will be based in Cologne.

### YOUR RESPONSIBILITIES:

- Lead the strategy, development, execution and optimization of paid digital efforts
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies for RIMOWA
- Manage day-to-day of Rimowa.com
- Liaise with agencies and external creative partners
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch point
- Develop digital content and digital campaigns
- Lead social media presence

- Integrate online activities with off-line marketing communications plans to ensure plans provide optimal business support
- Identify opportunities for applying innovation, digital products and services to the RIMOWA ecosystem

### YOUR PROFILE:

We would like to speak to professionals who possess a Bachelor's degree marketing, communication, in conjunction with at least 5 years' experience in marketing communications project management

- Has a proven track record of building world-class creative and launching consumer-focused digital marketing content and campaigns.
- Experiencing in managing dot com, including working with creative teams for design/UI/UX and content marketing
- Is a cross-functional leader who is able to engage, listen and collaborate with internal departments to align early on in terms of overall strategy and goals, and to see the cross-functional collaboration through launch.
- Has a good understanding of marketing and media analytics and how to apply data to test and optimize campaigns.
- Has a native understanding of digital with an emphasis on mobile, social, video and display and an ability to tell stories through great ideas regardless of medium.
- Is an effective team leader and manager in a fast-paced, multifaceted environment.
- Possesses a track record of new idea generation, seeing new pathways for solving problems, and exemplifies the "art of the possible."

- Global experience



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