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Plant tomorrow's ideas.



Digital Marketing Project Manager (m/f/d)

KWS Saat SE & Co. KGaA is looking for a Digital Marketing Project Manager (m/f/d) for our Sugarbeet team in Einbeck, Germany. You will act as a focal point for sales regions – gathering needs, communicating new marketing developments, and working on specific-country projects. As a member of digital core team, you will support the development and execution of KWS group-wide digital services in close cooperation with global marketing experts.

The position is unlimited and full-time.

Tasks and Responsibilities:

- Development, international rollout, and implementation of myKWS, E-commerce/direct reservations, Digital Marketing integration
- Provide trainings and develop communication materials for sugar beet myKWS digital tools
- Facilitate Sales Excellence by training and communicating the benefits of Sales Force usage, identify needs of training sections and looking at data for strategic activities
- Develop, coordinate, and maintain of quality management and gate keeping process for our strategic digital projects to ensure a customer-oriented and attractive landscape in cooperation with the regional and local marketing managers
- Kick off and encourage a structured best practices knowledge exchange regarding the BU specific communication via our digital channels
- Provide content and guidelines such as editorial plans and tutorials to exploit the full potential of the BU's digital communication channels
- Facilitate the development/implementation E-commerce platforms and direct orders for Sugar beet and lead the e-commerce/direct sales core group
- Steer the use of Sales force marketing module to ensure customer reach according to the BU strategy

Profile and skills:

- University degree in marketing, agricultural sciences/agricultural economies with marketing background
- Computer literacy (MS Office), CRM (Sales Force), or other similar tools and services
- Experience in e-commerce and digital marketing desired (Email and Social Media Marketing, Digital Campaigning)
- Ability to take initiative and cope with changing conditions
- Strong communication skills with a focus on customer orientation (external/internal)
- Fluency in English (written and spoken) is required. German or other foreign language skills are an advantage
- Project management skills across regional and cultural borders

Our offer:

- An exceptionally interesting and varied job in an international environment with the opportunity to contribute to innovative ideas
- Working in an international, highly motivated and dynamic team
- Possibility of mobile working
- As a family business, we live by the values of team spirit, closeness and trust, independence and vision - a culture that is also lived out in practice, e.g. through an open and friendly working atmosphere
- Freely following the motto: "Make yourself grow!" we promote individual professional and personal development
- As a basis, we offer excellent work equipment and sufficient free parking spaces at the location
- We create the appropriate framework conditions for you: capital-forming benefits, Christmas and holiday pay, childcare allowance, job wheel

We look forward to receiving your online application via our application system SuccessFactors! Please use the "Apply" function in the online advertisement.

KWS is one of the world's leading plant breeding companies. Around 6,000 employees in 70 countries generated net sales of around €1.3 billion in fiscal 2020/2021. A company with a tradition of family ownership, KWS has operated independently for 165 years. It focuses on plant breeding and the production and sale of seed for corn, sugarbeet, cereals, vegetables, rapeseed and sunflowers. KWS uses leading-edge plant breeding methods to continuously improve yield for farmers and plants' resistance to diseases, pests and abiotic stress. To that end, the company invested more than €250 million last fiscal year in research and development. For more information: www.kws.com/career. Follow us on LinkedIn® at <https://linkedin.com/company/kwsgroup/>.

Our data privacy policy for candidates is available on www.kws.com/dataprotection. Please select the country where the job you applied for is posted in and, if applicable, the specific business unit.