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Digital Marketing Expert (Marketing Assistant)

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HU - Győr

Currently we are seeking for a Digital Marketing Expert (Marketing Assistant) directly reporting to the Marketing Manager to assist in our marketing activities with all related tasks. You may be required to perform administrative tasks, conduct market research, update the system database, collect, coordinate and create marketing content and foster strong relationships internally with Sales and Agroservice Team and with our clients. If you have in depth knowledge in digital, on-line marketing, social media and you are a positive, goal-oriented and flexible person this will be a great opportunity to make your impact on the business and further develop your professional and personal skills. This job will be in full-time and limited term contract (until June, 2024). Job is located in Győr (KWS Office)

Your tasks will be:

General Marketing Support

- Supporting the marketing manager
- Performing administrative tasks to ensure the functionality of marketing activities
- Responsible for promotion materials, giveaways for Hungary
- Tracking and administration of marketing plans and activities for Hungary (budgeting, planning, campaign)
- Organizing events, meetings, fairs
- Marketing/ Market Research coordination
- Direct Marketing (mailings, telephoning, etc.)
- Contact to marketing team in SEE region and in Einbeck/Berlin

Digital Marketing

- ON-LINE and Social Media Marketing activities, analytics (Google ads, Facebook, YouTube, Instagram ...)
- Composing and posting online content for the company's social media page and website.
- content management
- collecting materials
- responsible for introducing and maintaining the internet-platforms for Hungary www.kws.hu myKWS
- project coordination of webinars and ON-LINE content creation
- supervising and monitoring the KWS Corporate-Design
- coordination of the product and company brochures creation

CRM Customer Relationship Management

- ensuring data collection and management in SFDC
- making analysis, market and customer segmentation
- Dashboard creation for in-season sales support and tracking
- Marketing Cloud link

Your profile:

- Min. BSc degree, preferred in Marketing, Digital media or relevant field
- Min 1-3 years of experience in a similar position, ideally in Marketing in Agriculture
- Excellent English language skills
- Excellent analytical and project management skills
- Digital native in diverse channels of digital and social interactions
- Strong communication & networking skills
- An ability to multitask and perform under tight deadlines
- Proficient in MS Office and marketing software.

What you can expect:

- As one of the world's leading plant breeding & family-owned company we live a culture with the values "proximity, reliability, vision and independence", which is lived in practice
- Flat hierarchy with open communication
- We create appropriate framework conditions: yearly target bonus and Cafeteria voucher etc.
- True to our motto: "Make yourself grow!" we promote individual professional and personal development

About KWS

KWS is one of the world's leading plant breeding companies. Over 5,000 employees in more than 70 countries generated net sales of around €1.5 billion in the fiscal year 2021/2022. 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, oilseed rape and sunflower. 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 €285 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.