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## Digital Marketing Assistant

KWS Italia S.p.A. is looking for a Digital Marketing Assistant to join our Sales Team in Italy. This position is full time and permanent.

### Essential Duties and Responsibilities:

- Creating the digital content (videos, photos, copy and posts).
- Social Media Editor.
- Maintain the Website, coordinate SEO and Google Analytics in collaboration with the HQ.
- Executing online advertisement.
- Supporting the local implementation of apps and digital tools (myKWS) under the guidance of the HQ.
- Ensure and enhance best practice transfer at country and regional level.
- Creating printed material (operative work for brochures, presentations, offline ads, flyer, outdoor branding)
- Ordering, following up and distributing marketing materials and gadgets
- Supporting events' organization
- Observing the health and safety regulations applicable in KWS Italia and KWS Group in all marketing activities and day-to-day operations.

### Key Competencies and Qualifications Required:

- Degree in marketing, agriculture, or business administration fields
- Experience in the area of digital marketing as well as social media
- Experience in working in complex structures and international context
- Project management skills across regional and cultural borders
- Communication skills, strong sense of urgency and pers. interaction skills
- High degree of tenacity and self-motivation
- Fluent in Italian and English languages
- Valid driver's license (mandatory)
- Willing to travel in the country and working in flexible hours
- No restrictions with travelling abroad when required

Ready to take your career to the next level with us?

We look forward to receiving your digital application (cover letter, resume, certificates) via our digital applicant management system SuccessFactor.

### About KWS

KWS is one of the world's leading plant breeding companies. With the tradition of family ownership, KWS has operated independently for more than 165 years. It focuses on plant breeding and the production and sale of seed for corn, sugar beet, cereals, potato, rapeseed, sunflowers and vegetables. KWS uses leading-edge plant breeding methods. Around 6.000 employees represent KWS in more than 70 countries. For more information: [www.kws.com/career](http://www.kws.com/career). Follow us on LinkedIn® at <https://www.linkedin.com/company/kwsgroup/>.

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