9052 11657 MINI Influencer & Paid Marketing Manager (w/m/x) Job reference: 79280  
  
  
With our BMW, MINI, Rolls-Royce and BMW Motorrad brands, we are one of the world's leading premium manufacturers of automobiles and motorcycles and also a provider of premium financial and mobility services.  
  
  
IF YOU WANT TO MOVE PEOPLE, YOU HAVE TO INSPIRATE THEM.  
  
SHARE YOUR PASSION.  
  
At BMW, our marketing teams are constantly developing moving communications that reflect the uniqueness of our products and our brand. And everyone is tasked with helping shape the next chapters of our groundbreaking story. Whether you are passionate about analyzing insights and data, developing new marketing strategies or designing innovative campaigns that reflect our unique brand spirit, you are guaranteed to find an exciting challenge with us. Fostering a culture where each individual feels empowered, rewarded and supported is the driving force behind our success.  
  
  
The Digital Content & Performance Marketing team is responsible for developing the global digital campaigns for the MINI brand.  
  
What to expect  
  
- Your tasks will include the conception and design of innovative global influencer marketing campaigns for the MINI brand.  
- You plan and implement influencer activation as part of events.  
- You plan and implement global paid media campaigns.  
- Advising the markets and internal interfaces with regard to paid media performance is part of your responsibility.  
- You carry out performance analyzes of the campaigns and manage agencies.  
- Cooperation with social media platforms and markets rounds off your exciting task profile.  
  
  
What are you bringing with you?  
  
- Studies in the field of marketing or communication or a comparable qualification. <>  
- At least 5 years of professional experience in influencer marketing and/or paid media.  
- Sound project management experience and experience in the management of internal and external stakeholders.  
- In-depth knowledge of digital trends, common social media platforms (Facebook, Twitter, YouTube, Instagram, TikTok and LinkedIn) and marketing technologies (e.g. DMP/DSP, Data Privacy, Analytics).  
- Fluency in English and German is an advantage.  
  
  
Do you have enthusiasm for social media, a good feeling for design, trends and on-brand content, communication skills and a structured way of working and do you enjoy working in an international team? Apply now!  
  
  
Note: Please only apply online via our career portal. Applications via other channels (especially email) cannot be considered.  
  
  
What do we offer you?  
  
- 30 vacation days.  
- Attractive remuneration.  
- BMW & MINI offers.  
- Flexible working hours.  
- High work-life balance.  
- Career development.  
- Mobility offers.  
- And much more see bmw.jobs/waswirbieten  
  
  
At the BMW Group, we see diversity and inclusion in all its dimensions as a strength for our teams. Equal opportunities are of particular concern to us, and the equal treatment of applicants and employees is a fundamental principle of our corporate policy. Therefore, our recruiting decisions are also based on their personality, experience and skills.  
  
More about diversity at the BMW Group at bmwgroup.jobs/diversity  
  
  
Start date: immediately  
Type of employment: permanent  
Working time: full time  
  
  
Contact person:  
  
Arjeta Hasi  
BMW Group recruiting team  
+49 89 382-17001 Business Economist (University) - Marketing With its BMW, MINI, Rolls-Royce and BMW Motorrad brands, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. The company employs around 125,000 people worldwide.  
With 31 production and assembly sites in 15 countries and a global sales network, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. 2023-03-07 16:09:06.176000