

PERFORMANCE CONSULTANT SA

Conseil en ressources humaines

Digital Services - Media Head H/F

Our client:

A major Geneva-based company active in the luxury sector.

Job description:

We are looking for a Digital Media Head who will be responsible for developing and executing company's SEM, Social and Digital Video Distribution strategy globally.

This position requires a deep understanding of digital marketing trends, strong leadership capabilities, and a track record of achieving outstanding results.

- Develop and execute a comprehensive digital media strategy to enhance company's brand image and strengthen its position in the market using emerging technologies to drive continuous improvement and innovation
- Drive the retailer sales support media distribution strategy, ensuring effective and consistent messaging across all channels for new and pre-owned watches
- Lead and manage a team of digital marketing professionals, providing guidance, support, and mentorship
- Analyse market trends, customer insights, and performance data to identify opportunities to optimise the media strategy
- Foster strong relationships with affiliates, retailers, external agencies, and media owners to ensure the successful execution of digital marketing initiatives.

Profile:

- Experience (10 years+) in digital marketing, with a strong focus on brand building and retailer sales support strategies
- Strategic thinker with a data-driven mindset, capable of translating insights into actionable marketing strategies, with a keen eye for detail
- Exceptional communication and presentation skills, with the ability to effectively convey complex ideas to diverse audiences
- Demonstrated expertise in digital marketing platforms, tools, and techniques, including social media management, SEO/SEM, analytics, and marketing automation
- Proven leadership and management skills, with the ability to motivate and inspire a team to achieve outstanding results
- Strong project management skills, including the ability to prioritise tasks, manage multiple projects simultaneously, and meet deadlines
- Proficiency in using digital marketing tools and platforms, such as Google Analytics, AdWords, social media management tools, and marketing automation software
- Fluent French and English speaker.

Contract: Fixed position

Activity rate: 100%

Starting date: to define

**Only candidates whose profile matches our client's criteria will be contacted.
Absolute discretion guaranteed in all our dealings**

Consultant responsable du mandat : Nathalie Roche
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