

## Digital Communication Officer – Germany

Are you passionate about social media and new technologies? Do you think social media will change the way businesses will advertise, communicate, engage, develop products, service clients? Do you want to join one of the fastest-growing and most innovative IT companies in Luxembourg?

We are currently looking for a **Digital Communication Officer – Germany** to join our marketing team based on a fixed term contract with a possibility to extend if the team is satisfied with the performance.

This is a fantastic opportunity to join a rapidly-growing company that has successfully moved from start-up to high growth on a European level and beyond, with many opportunities for learning and development.

We actively encourage innovation, team work and initiative-taking, where you will be able to shape your work and contribute to the overall success of your team and of the company in an open, energetic and supportive environment.

### As a Digital Communication Officer – Germany, you will:

- Support the integrated communication strategy for the german market and assist in its planning, development and execution
- Create, organize and implement multichannel communication campaigns to drive brand visibility and lead generation in the german market
- Serve as primary contact to strengthen the company's relationships with german media, answer incoming PR enquiries from media and other organizations
- Foster relations with prominent german influencers in the social media analytics space
- Collaborate with our Content Marketing team on german content production and promotion on owned and earned media channels to drive lead generation and conversions: thought leadership, trending stories, case studies, white papers, etc.
- Organize our presence in local fairs and trade shows
- Regularly analyze, measure and report on the performance of german market marketing activities based on a set of pre-defined KPIs, constantly improving the strategy
- Directly work with the VP Marketing on building strong brand awareness for Talkwalker in the german market
- Be a key contributor to the overall marketing department of Talkwalker

### We are looking for:

- You have 3 years of experience in marketing/communications within a digital/PR agency
- Social media, digital marketing, PR and content marketing don't hold any secrets for you
- You are an eager copywriter with strong storytelling skills, and an eye for detail
- You have great time management skills, an ability to multitask and a willingness to travel
- Your German is native level



### About us:

Talkwalker is a listening and analytics company that empowers over 1,000 brands and agencies to optimize the impact of their communication efforts. The company provides businesses with an easy-to-use platform to protect, measure and promote their brands worldwide, across all communication channels. Talkwalker's state-of-the-art social media analytics platform monitors and analyzes online conversations on social networks, news websites, blogs and forums in 187 languages. The company is headquartered in Luxembourg and has offices in New York City, San Francisco, and Frankfurt, with a total headcount of over 200 employees. For more information, please visit [www.talkwalker.com](http://www.talkwalker.com).

**Job link: <https://www.talkwalker.com/careers/3a3656df-ef74-4bda-a0ca-78940037d242>**