



MARKETING MANAGER – GERMANY

WHO WE ARE

KellyDeli is an exciting and dynamic Asian culinary business with an entrepreneurial mindset – we want to do things better than anyone else and be the first to think of amazing new ideas. We sit at the intersection of the Retail and Restaurant worlds and have been experiencing an astronomical rate of growth.

Although we were only founded in 2010, our concepts have already been a resounding success and profitable too! We currently have more than 680 points-of-sales deployed across 10 countries in Europe and we are constantly exploring new opportunities to grow even more.

We pride ourselves on having a strong and loyal customer base which, we are also pleased to see, is continually on the rise.

We believe in Togetherness and are guided by our strong KellyDeli cultural values which underpin everything we do.

We are currently looking to add to our dedicated team across various functions, as we continue to scale worldwide!

We are at a very exciting stage in our journey, as we strive to build upon our initial success, and to explore new concepts and innovations in pursuit of broader and very ambitious vision. Come join us!

Check us out:

<http://www.kellydeli.com/>

<https://youtu.be/5IVVtFUHz6A>

THE GOAL

The aim of the Marketing Manager position is to develop, coordinate and implement our local German Marketing strategy and campaign executions to reach and engage our target audience, communicating our messages effectively. The role will work across both above the line and below the line projects; including points of sale, PR and digital delivering marketing excellence.

WHO YOU WORK WITH

Reporting to the:	Country Manager
Direct Reports:	None

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WHAT YOU DO

- Execute the annual marketing plans for the German market
- Contribute to the development of the marketing strategy
- Actively participate in marketing projects and campaigns ensuring marketing excellence in the delivery of above the line and below the line marketing materials
- Collaborate with the wider marketing team to create engaging customer-focused campaign content
- Support the development and delivery of local marketing collateral & campaign/product launch
- Review performance of marketing campaigns and share insights with wider marketing team
- Work closely with the local operations team to support them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
- Monitor and analyse market and competitor marketing activity
- Along with the operations team, represent the company at marketing/PR events
- Manage, coordinate and work with our third party agencies
- Participate in Country or Cross-country projects where necessary

WHO YOU ARE

- At least 2-3 years' experience in a similar position within the food & beverage/ hospitality/ retail industry either in-house or agency-side
- Bachelor's/Master's Degree or equivalent level of education
- Effective problem solver with ability to think outside the box
- Highly analytical, reliable and efficient with meticulous attention to detail
- Ability to effectively multi-task within a fast-paced environment
- Highly driven and result orientated
- Ability to effectively communicate and influence others
- Highly motivated with an entrepreneurial mindset and desire to work in a fast-growing multicultural environment
- Ability to work collaboratively as part of a highly productive team
- Fluent in German and English (both spoken and written). Additional language skills are advantageous
- Knowledge of Asian culture and cuisine is a distinct advantage