



## Freelancer (m/f/d) Digital Marketing Italy

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Jetzt bewerben

Since the foundation of KNIPEX in 1882, KNIPEX has developed from a small pliers smithy to a globally successful company. Today KNIPEX is the leading manufacturer of pliers for professional users around the world and produces solutions for effective, easy and safe work.

For over 135 years and four generations, we have been working passionately on being the best manufacturer of pliers for our customers and users – with a clear focus, high demands and a constant flow of new ideas. Throughout the world, our brand enjoys a great deal of trust, and we aim to consistently meet and rebuild this.

Within the scope of a freelance activity (ca. 20 hours / month), we have the following tasks to assign for an experienced:

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The start of the project is possible from 01.05.2021. The duration of the project is initially planned for at least 6 months. 100% remote work is possible.

### **Social Media for the Italian market:**

- Selection and management of the efficient channels for our industry and products
- Social media planning with our tool, content creation for publication in different social media channels like Facebook and Instagram
- Customer-oriented community management
- Optimizing the reach, interaction and demonstrable positive impact of our brand
- Support regarding Influencer relation and collaboration

### **Digital Marketing:**

- Creation and updating of sales content, e.g. blog or social media posts
- Cooperation with Online Marketing and management of online campaigns (e.g. social media, e-mail marketing, display advertisement)
- Evaluation and analysis of the most important KPIs

- Monitoring and analysis of traffic, conversions and performance by product and region and adjustment of according activities
- Best practices in customer communication, which can be used in marketing and sales
- Observation and record of market trends and competitive development regarding digital activities in the B2B & B2C sector

**Profile & Skills:**

- Experienced use of digital sales & marketing tools and KPIs
- Ideally qualified training / preferably studying with a focus on marketing & sales
- Native Italian, good English skills
- Professional experience in (B2C / B2B) marketing on digital platforms
- Digital know-how in areas of content marketing, display and social media sets you apart
- In-depth knowledge of using MS Office applications

Are you interested to learn more about our freelance project for Italy? Please don't hesitate and send your profile with your hourly all-in rate for this role.

Please apply online via our applicant tracking system "prescreen" (green button).

Any further questions? Please do not hesitate to contact us:

**KNIPEX-Werk C. Gustav Putsch KG**

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