

Brand Manager, Communications

From the initial idea to the perfect social media moment: As Brand Communication Marketing Manager, you will be responsible for all brand communication across Hilcona Germany's brand portfolio. You will develop and implement integrated communication strategies with a focus on digital marketing, social media, content creation and community building. You'll be based at our head office in Schaan.

Hilcona AG
Bendererstrasse 21
9494 Schaan

Contract type Permanent
Workload 100%
Start of employment as of now
Language German
Working time model Target-oriented working time

Do you have any questions?



Andrea Althoff-Slee
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Apply online



You can find all the details online as well as the opportunity to apply directly.

Your tasks

- You will develop and implement Hilcona's brand communication strategy in Germany and ensure a consistent brand image across all relevant touchpoints.
- You will design, plan and execute integrated communication and marketing campaigns – from the initial idea through to successful implementation.
- You will be responsible for digital marketing, including social media, content and creator marketing, as well as the further development and management of the website.
- You will analyse relevant metrics, measure campaign success and derive data-driven measures for continuous optimisation.
- You will be responsible for the communications and media budgets and will manage agencies, service providers and partners efficiently and in a goal-oriented manner.
- You will analyse relevant KPIs, optimise campaigns using data-driven insights, and manage budgets as well as media and creative agencies.

What you bring with you

- You have a degree in marketing, communications, media management or a comparable qualification.
- You have several years' experience in FMCG marketing, brand communication or at a communications agency.
- You have in-depth knowledge of digital marketing, social media, content and creator marketing, as well as the implementation of integrated campaigns.
- You are familiar with the relevant digital platforms, trends and algorithms, and you have a good understanding of consumer behaviour and contemporary brand communication.
- You are experienced in using analytics and reporting tools, as well as SEO, SEA and, ideally, GEO or AI-supported search optimisation.
- You combine creativity and storytelling with Analytics, a focus on KPIs and a strong affinity for digital media.
- You work in a structured and independent manner and have experience in managing budgets, agencies and external partners.

What we offer



Work-life balance

We offer 5,5 to 6 weeks' holiday, flexible working hours and special leave for important events. Organise your days to work in the office or remotely, buy holidays or work part-time for more free time. There are no company holidays – you plan your holiday flexibly with your line manager.



Catering

Catering is very important to us: Enjoy discounts on your lunch in our staff canteen, free fruit and promotions such as free chestnuts, ice cream or smoothies. High-quality products at greatly reduced prices are available in our outlet.



Mobility

Benefit from excellent public transport connections (bus stop in front of Hilcona), attractive ticket subsidies, ample parking for cars, e-bikes and scooters as well as reimbursement of your travel expenses for business trips – for sustainable and care-free travelling.



Professional development opportunities

Expand your knowledge with extensive training programmes, high-quality courses at the Coop Training Centre and a wide range of personal development opportunities.