Kentucky Fried Chicken (Ltd.) German Branch

Job-Titel:
Student Digital Marketing (w/m/d)

Job-Beschreibung
KFC belongs next to Taco Bell and Pizza Hut to Yum! with more than 48,000 restaurants in over 145 countries. The German BMU (Germany, Austria, Denmark & Switzerland) is a 190+ unit market in 4 countries growing at ca. 20+ restaurants per annum. Given the franchise nature of the business, KFC offers the entrepreneurial dynamism of a start-up, combined with the commercial strengths of a well-established business. You are involved in the implementation of our digital agenda and work on exciting projects in the context of digital & social media marketing for the German market.

In cooperation with our Senior Marketing Manager Digital & Consumer Engagement:
- You provide our content management and updates of all KFC assets (e.g. homepage, kiosks, app, social media presences, location management etc.)
- You carry out competitor analysis and create presentation of findings
- You support our digital (and related) projects working with the wider marketing team as well as other functions (IT, Operations etc.)
- You assist with the implementation of digital and social media marketing campaigns
- You coordinate digital reports (daily, weekly, monthly)

Anforderungsprofil
- You are continuously enrolled in a marketing course of studies
- You have a good understanding of digital and social media marketing concepts
- You are attached to digital and mobile technologies and devices as well as on Google analytics, Excel and Powerpoint (or similar software)
- You have already gained first practical experience in a relevant environment.
- You are reliable, determined, communicative and an organizational talent
- You are fluent in German and speak English at a high level
- You have 16h per week or interest in an internship with us

Kontakt
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Art der Beschäftigung: Werkstudent(in)
Vergütung: Nach Vereinbarung
Zeitraum der Beschäftigung: nach Vereinbarung

Firmenname: Kentucky Fried Chicken (Ltd.) German Branch
Ansprechpartner: Frau Katja Grotepaß
Jetzt bewerben: karriere@kfc.de

Link zu dieser Stellenanzeige: https://www.stellenwerk-dortmund.de/jobboerse/studentenjobs-student-digital-marketing-wmd-ratingen-200904-397298

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