

Manager Digital Marketing & Media Design (m/f/d)

The Kronberg Academy is a renowned educational institution and inspirational center for musicians of all generations.

Within our study programs, exceptional young talents have the opportunity to collaborate with leading artists of our time and learn from their experiences, ideas, and values. Our diverse concerts and performances also provide a stage for outstanding international musicians and orchestras.

The Kronberg Academy is a place where musical values are lived and conveyed: its mission is inspired by the principles of the artist Pablo Casals, who emphasized the connection between art, humanity, and the appreciation of nature.

To support our Marketing & Communications Department, the Kronberg Academy Foundation is looking to fill the position of Digital Marketing Manager (m/f/d) on a full-time basis at the earliest possible date.

The Kronberg Academy values a collegial working atmosphere and a warm, supportive environment. Passion for classical music and the quest for how it can positively impact our society shape our work.

Your Responsibilities:

As an active member of the small, dynamic Marketing & Communications team, you will be responsible for all digital platforms, initiatives, and activities of the Kronberg Academy. In this role, you will report directly to the head of the department and work closely with all departments of the Kronberg Academy on these topics.

Together with your team, you will plan and coordinate numerous joint and independent projects from the very beginning.

Your diverse responsibilities include, among others:

- Assisting in the development of communication and marketing strategies for the Kronberg Academy, as well as for individual productions and projects, with a focus on digital communication.
- Further development and optimization of strategic data management to enhance communication and ticket sales.
- Technical, conceptual, and content management and further development of the digital presence/website.
- Editing and dispatching various newsletters and digital direct marketing campaigns.
- Expansion, maintenance, editing, and performance analysis of common online platforms, event portals, and community management.
- Planning and execution of digital marketing measures and content strategies, including social media campaigns and search engine marketing (SEA, SEO).
- Ensuring a consistent brand message across all social channels.
- Setting and monitoring digital campaign budgets.
- Monitoring media trends.
- Researching, tracking, and analyzing consumer behavior and trends to leverage insights for digital marketing campaigns.

- Observing and analyzing user behavior on the website, social media channels, and using analytical tools.
- Developing a reporting structure, creating reports and analyses of the performance of various digital marketing campaigns, including ROIs and KPIs.
- Fostering team development, encouraging collaborative learning, and promoting initiative.
- Collaborating closely with service providers and other departments of the Kronberg Academy (Communications, Study Programs, Facility Management).

Your Profile:

- Successfully completed education in the field of communication, media, or online marketing.
- Strong affinity for classical music and sensitivity to the artistic processes of the Kronberg Academy.
- Familiarity with common CMS systems and image editing programs.
- Independent and goal-oriented working style.
- High creativity, resourcefulness, and innovative thinking.
- Strong technical understanding, especially concerning online marketing.
- Experience with Meta-Business, TYPO3 systems, marketing automation tools, newsletter tools, and Google Analytics, Matomo.
- Proficiency in digital marketing, including traffic, targeting, conversions, SEO, SEA.
- Knowledge and experience in handling customer data and using CRM tools in marketing.
- High level of commitment, loyalty, and teamwork.
- Strong organizational skills, pragmatism, and the necessary sensitivity to quickly achieve results between your tasks, your department, and other divisions of the Kronberg Academy in digital topics.
- Ideally, you have basic knowledge of Eventim and can actively manage the interface between communication and ticketing in-house.
- Good command of English, both written and spoken.
- Willingness to learn and work with our application, theasoft.
- A shared goal of taking responsibility as a cultural institution for music, people, and the earth.

We Offer:

- A meaningful role in an internationally renowned, vibrant cultural institution with social relevance.
- A challenging and varied position.
- Opportunities for creative input within a motivated team.
- A modern working environment.
- Opportunities for professional development.
- Excellent public transport connections.

Application:

We welcome applications from all individuals regardless of age, gender, ethnic and cultural background, religion, beliefs, sexual orientation, and identity.