



Bundesliga International Corporation is a wholly owned US subsidiary of Bundesliga International - a DFL Deutsche Fußball Liga company. Bundesliga International Corporation is responsible for the international marketing of the Bundesliga in North, Middle & South America. Bundesliga International Americas based in New York (USA) is pursuing the clear goal of strengthening Bundesliga's market position on a sustained basis and of expanding the marketing activities relating to professional football together with all partners in the region.

To support and continue expanding the company successfully, we are seeking for our New York office a qualified

Manager Digital Marketing (m/f)

Your tasks:

- Responsible for expanding Bundesliga popularity and visibility across Americas, particularly in core markets in line with global strategies
- Responsible for developing localised digital strategy for the Americas in consultation with and with the support of Headquarter and sister company DFL Digital Sports, which includes owned, paid and earned media
- Increase visibility of Bundesliga on global broadcasters' digital channels, especially social media
- Create new forms of collaborations and products to increase number of partners and visibility of Bundesliga on digital channels of global broadcast partners
- Ensure that products and services delivered by other Bundesliga subsidiaries are leveraged for international partners and licensees.
- Media management
- Communication & planning with broadcasters and local partners for marketing campaigns
- Execution of marketing cooperation
- Execution of digital brand promo partnerships

Your profile:

- Bachelor's degree in business administration, sports-management, or comparable degree
- 5 years of regional experience in digital marketing, content solutions and media partnerships
- Digital expert
- Experience in digital business models, products and development in sports/ entertainment / content driven industries
- Experience in working in an international environment
- Strong understanding of digital and social media marketing and media landscape in the Americas
- Proven ability to translate strategic initiatives into detailed operational plans

Alongside enthusiasm for sport in general and football in particular, you should also demonstrate the following abilities:

- Passion for football, sports and marketing
- Interest in and passion for working in a multicultural environment
- Exceptional interpersonal and intercultural communication skills
- High sense of responsibility for getting assignments and partnerships executed on time
- Fluent English, other languages skills are beneficial (Spanish preferred)

What we offer:

- A workplace in the Bundesliga environment
- Exciting and diverse tasks in a growth area
- The opportunity to work autonomously in an international organisation

Please apply with your complete curriculum vitae and covering letter stating your starting date and salary expectation **exclusively by e-mail to:** Americas@bundesliga-international.com

Bundesliga International Corporation
Human Resources - Recruiting