



Mit Leidenschaft und Professionalität lassen wir jeden die Welt der Bundesliga hautnah miterleben.

Production of media content is the main role of DFL Digital Sports GmbH. With its headquarters in Cologne, DFL Digital Sports GmbH – a fully-owned subsidiary of DFL Deutsche Fußball Liga GmbH – creates media content on its behalf and implements its operational content output via various technologies. Production of content for international markets and in-house websites such as bundesliga.de also forms part of the work of this business unit.

The main task of **DFL Digital Sports GmbH** is the production of media content in order to promote the Bundesliga brand internationally. Based in **Cologne**, the DFL Digital Sports GmbH produces and publishes media content via a variety of digital platforms. This includes production of content for international markets and the implementation of the league's own platforms.

SENIOR CAMPAIGN MANAGER (m/f/d)

The Bundesliga's Senior Campaign Manager will be one of the key roles in the execution of various projects and campaigns over the course of the season, overseeing the delivery of B2B and B2C digital activations for the DFL group.

Here's what's waiting for you on the pitch:

- Provide end-to-end project and campaign management for a portfolio of multi-channel, cross-platform digital projects and activations
- Creation of campaign concepts and storylines according to stakeholder requirements
- The key liaison for internal stakeholders and external suppliers in the management and coordination of project timelines, dependencies, deliverables, requirements and issue resolution
- Spend and invoice management on projects and campaigns
- Ensure all internal/external teams are aware of, and aligned to, key milestones of the project by documenting and communicating to all groups, ensuring everything executed in line with brand and content strategy
- Utilising all available data sources to steer strategy during the full lifecycle of a project, as well as delivering performance reports upon conclusion

Here's what should be in your sports bag:

- +5 years' experience working in the digital space, preferably with a large media, creative or production agency background
- A strategist, able to conceptualise and execute complex campaigns, balancing various priorities, whilst guaranteeing constant transparency with all internal and external groups
- Deep understanding of how to use analytics to drive decision making
- An international outlook, able to oversee and deliver various forms of content output to a range of nations and age groups
- Able to influence and engage various stakeholder groups
- Proven record of delivering innovative and cutting-edge campaigns that engage with a large volume of consumers
- Deep knowledge of industry best practice on a variety of relevant areas, including marketing, production, activation strategy
- First-rate English and German language skills, knowledge of others would be an asset
- Previous experience working with/within the sporting sector would be advantageous
- The ability to link various sections of an organization in various locations

As an ideal candidate you:

- Have a high motivation to achieve outstanding results
- Have a hands-on mentality and a love of developing your own ideas and putting them into practice
- Have a real appreciation of quantitative and qualitative data and enjoyment using it to inform decision-making
- Have the desire to be part of a team and continually develop its output

What we offer:

- A workplace in the Bundesliga environment
- Exciting and diverse tasks in a growing area
- The opportunity to work autonomously in a growing, international organization
- A modern office space
- Daily fruit basket, coffee, tea, water
- Company pension plans from the 1st day
- Relocation Service (optional)
- On-the-job and off-the job trainings (optional)
- Discounts on f.e. fitness club, banks

The position is initially based on a two-year fixed contract.

You want to be a part of our company?

Then please apply with your complete curriculum vitae, cover letter and stating the start date and your salary expectations exclusively by e-mail to:

bewerbungen@df1.de

The Human Resources Team of DFL Deutsche Fußball Liga GmbH



DFL



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