

Our client is one of the leading highly profitable and crisis-proof companies in his industry (double-digit growth and EBITDA despite COVID) in Germany and Austria. With approximately 700 employees, the company's services are successfully distributed with regional partners in the real estate and financial services sector.

In the course of this mandate, we are looking for you on the basis of a permanent position for a location in Munich (North-East) as a

### **DIRECTOR DIGITAL AND MARKETING (m/w/d)**

#### **Your knowledge and skills in “Digital Products and Innovation”:**

- Responsible for development and implementation of the digital roadmap
- Overall responsibility for a variety of digital products of the real estate and finance brokerage business units
- Responsible for ensuring a short and efficient "time to market" in relation to the development process from the customer's needs /problem to the delivery of the finished digital product
- Coordination of all digital activities within the Group and creation of possible synergies between and within business units
- Prioritization of projects on basis of company strategy and available resources
- Development of a data-driven customer-first culture of innovation and a company-wide buy-in with regards to our digital strategy
- Analysis, specification and optimization of the requirements process
- Clarification and specification (in terms of user stories) of new product features and integrate into development (product ownership)
- Responsible for product features from concept to successful rollout, based on sales and development input, own ideas and market trends
- Technical and disciplinary management of the digital team consisting of experienced product owners and UX/ UI designers

#### **Your knowledge and skills in “Marketing”:**

- Overall responsibility of the development and implementation of B2B/B2B2C marketing strategies
- Development of a marketing strategy
- Strategic and operational implementation of all marketing activities
- Coordination, development and coaching of the marketing team
- Responsible for the marketing budget across all relevant channels
- Identification of new marketing channels

#### **Your qualifications:**

- Several years of experience as a product owner in software development projects, ideally in mobile sector and in online marketing or e-commerce
- Solid experience with agile development methods (SCRUM)
- Ideally first experience in managing PM/PO teams as well as agile project management
- Broad technical understanding of software and/or mobile development
- Initiative, entrepreneurial thinking and acting as well as the ability to inspire customers, stakeholders and employees for your product ideas and visions
- Proven performance in different marketing projects
- Deep knowledge around Optimization & Ads (SEO, SEA, ASO)
- Several years of experience in leading a team
- Very good knowledge of German and English, both written and spoken

If you feel directly addressed by the job description, we would be looking forward to get your documents as the first basis for discussion.

## **CV Consulting**

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Three things make the new employee: Knowledge - Skills – Want

CV Consulting has been a successful HR consultancy for almost 20 years. For years we were based in Mannheim and Ottendorf-Okrilla near Dresden in Germany. Since mid-2020, we have our base in the Oberwart district in Austria.

CV Consulting has set itself the goal of providing precise support to every client through our expertise in the selection of high potentials. CV Consulting achieves this goal by adapting flexibly to the individual needs of our customers.

In addition to a partnership, our philosophy in recruiting is characterised by professionalism and seriousness.

