



sloggi® brings true comfort to people's everyday by creating the most wearable, innovative bodywear in the world. Launched in 1979, the brand has long been the best-selling brief brand in Europe and today delivers unrivalled comfort across multi-faceted intimate apparel ranges for both women and men across Europe, Asia, US and Canada.

Learn more about Sloggi on:

[www.sloggi.com](http://www.sloggi.com)

[www.facebook.com/sloggi/](https://www.facebook.com/sloggi/)

[www.instagram.com/sloggi](https://www.instagram.com/sloggi)

[www.linkedin.com/company/sloggi](https://www.linkedin.com/company/sloggi)

For our office in Munich (Germany) we are searching for a highly motivated:

## **Marketing Media Manager DACH (f/m) - 100%**

### **What You'll do:**

Reporting directly to the Head of Marketing sloggi DACH, you will be responsible for devising and implementing sloggi's media strategy and plans across the entire range of media channels and communications tools available in the market.

### **Key accountabilities include:**

- Development of media plans for brand initiatives and sloggi product campaigns for the region and down to country level, in close collaboration with the local media agency
- Identifying and building of media partnerships in collaboration with the PR Manager
- Channel-specific creation, trans-creation and dissemination of marketing and campaign assets
- Building campaign tracking tools and providing campaign performance analyses and reports
- Supporting the media strategy of sloggi's own digital channels
- Managing media budgets and the execution of media plans - budget sign off, payment processes
- Support driving the digitization of the sloggi brand and building of its digital presence
- Explore new, innovative media opportunities, evaluate and exploit them

### **What You'll bring:**

- University degree
- Min. 3 years of media planning (agency-side) or media management (brand-side) experience
- Experience in direct negotiations with media channels (including online) as well as in setting up the overall media plan
- Strong knowledge of digital media channels
- Strong interest in apparel and fashion industry
- Proficiency in MS office (especially in Excel and PP)
- Fluent German and English skills
- Hands-on, solutions oriented
- Excellent Influencing skills

**What You'll get:**

We offer an opportunity in a fast paced organization which gives those looking for a challenge the possibility to grow with the company and shape the future.

We are a family owned company with strong values, operating at a global level with key markets in Germany, Japan and China - where our iconic brands, Sloggi and Triumph, continue to delight our consumers.

Sloggi is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, colour, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter and CV in English, diplomas and expected salary range by clicking on Apply.