



Air France - KLM is one of the leading European airlines in worldwide air transportation with one of the largest global network.

In the Alps, Balkan and Central Eastern Europe (ACE) region we are searching for a candidate for our Marketing Team.

We are looking for an excellent marketing communicator, with a keen eye for excellence who is eager to be part of the regional team, whose favorite areas are the digital channels.

Who can work alone, but also as part of the team and easily finds the tone of voice with internal and external parties.

If you have the relevant experience, matching competencies and see yourself working in a changing environment don't hesitate to apply for this position.

Regional Digital and Campaigns Coordinator

Purpose of the job:

The Digital and Campaigns Coordinator is responsible for the e-commerce and the on-line / off-line media yearly plan (including strategy, action plan, KPIs). He/She coordinates all Air France and KLM campaigns with headquarters and media buying agencies in order to reach sales targets and set KPIs. He/She executes and supports in the activities around all above listed territories, and the same time creates relevant performance reports on monthly / quarterly and yearly basis. He/She liaises with Air France KLM head offices and third party suppliers to reach optimal workflow and ROI in the listed territories.

Organizational context:

The Marketing department is part of the regional commercial team and works closely with pricing, sales teams, Head Offices and external providers/suppliers. The team manages directly the marketing activities for the ACE Region.

The Regional Marketing Digital and Campaigns Coordinator reports to the Marketing and E-Commerce Manager.

Key responsibilities:

- Yearly digital and online / offline campaigns marketing planning
- Digital channel management
- Websites management and performance measurement
- Plan and execute yearly e- newsletter calendar
- Display, search, social media coordination with headquarters
- Daily coordination with pricing, digital subsidiaries and headquarters
- Manage translations needed for digital actions
- Media briefing, planning and buying for all external third parties and/or headquarters
- Creative material production for all campaigns

- Analysis of all activities with a strong focus on ROI
- Education of other departments within the region
- Budget responsibility for media and creative developments

Required skills and competences:

- Business/commercial Orientation
- Creativity
- Drive
- Innovation
- Communication
- Excellence

Required professional background:

- Bachelor degree in marketing and communication.
- 2-5 years of experience in offline/online marketing.
- Internet minded personality with excellent new media knowledge and experience.
- Has solid experience in creative writing (eg. commercial newsletters).
- Has an excellent track record in digital field.
- Knowledge of Air France / KLM and Delta products is an advantage.
- Good practice of MS office, rigor excel knowledge, internet and social media, etc.
- Outstanding level in English. French and German is an advantage.
- Working experience in an international environment is an advantage.

Benefits:

- Monthly gross salary is paid for 13 month and bonus. The company's salary brackets define salary levels: minimum is monthly gross HUF 396014 - maximum is monthly gross HUF 660023 for this position. Salary level within the bracket is depending upon the relevant experience.
- Private health care services.
- Travel benefits within the Air France and KLM network.

Job location:

Office in Budapest at the East West Business Center and home working as well.

How to apply?

Please send your application including your resume and motivation letter in English to:
HR Budapest - mail.hr.bud@klm.com

Deadline for application: 20 October 2021