

Campaign Manager, French Market

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Company: The Knot Worldwide

Location: Spain

Category: arts-design-entertainment-sports-and-media

Campaign Manager, French Market

Spain Be the First to Apply

WHAT WE DO MATTERS:

Here at The Knot Worldwide, we believe in doing work that matters. In more than 16 countries around the world, The Knot Worldwide's leading family of brands—including The Knot, WeddingWire, Bodas, The Bash, The Bump, and more—help people take celebration planning from inspiration to action. When you join our global team, you'll be a part of a diverse group of individuals passionate about serving and enabling our communities to celebrate the moments that make us.

ABOUT THE ROLE AND OUR TEAM:

Would you like to work on marketing in the wedding industry? We help couples make their dream wedding, and you could be the next member of Mariages.net!

We are looking for a talented and results-oriented Marketing Campaign Specialist to join our team, focused on the French market. As Marketing Campaigns Leader your main responsibility will be to coordinate and execute effective marketing campaigns that enhance brand visibility and help reach the business goals set for our brand in France. You will lead a multi-disciplinary team consisting of marketing specialists from social media, community and PR. The ideal candidate will have a strong knowledge of the French market, exceptional leadership skills and a proven track record of successful campaign management.

RESPONSIBILITIES:

Develop and implement comprehensive marketing strategies and campaigns specifically

targeted for the French market.

Coordinate global marketing campaigns to ensure consistency in messaging and brand identity across all channels.

Lead and support a team of marketing professionals, including a social media specialist, forum manager, and press and communications specialist, providing guidance and support to achieve the team's goals.

Identify opportunities to enhance brand visibility and drive business results through innovative marketing initiatives, partnerships, and promotions.

Collaborate with cross-functional teams, including CRM and Creative Services teams, to develop compelling marketing materials and assets for different campaigns.

Monitor and analyze campaign performance metrics, providing regular reports and insights to stakeholders, and making data-driven recommendations for optimization.

SUCCESSFUL CANDIDATES HAVE:

You have at least 3 years of experience working in a similar role

Fluency in French and English is required, with excellent written and verbal communication skills in both languages.

Strong leadership skills, with the ability to motivate and inspire a diverse team.

Experience in coordinating cross-functional teams and managing complex marketing projects from ideation to execution.

BENEFITS:

Hybrid working

Private health insurance paid by the company

Home office allowance

Access to a laptop and mobile phone as a work tool

Tax relief options for Ticket Restaurant, Ticket Transportation, and Daycare.

Development tools: TKWW University and Udemy courses

TYPS: easy APP to ask for salary advance payments in 48h

Referral program

Getting married or having a baby? We have a gift for you!

On demand mental health assistance

At The Knot Worldwide, we believe you are more than a resume and invite you to go for it, take the leap of faith, and apply for this job if it sparks your passion to join TKWW and make a difference!

WHAT WE LOVE ABOUT YOU:

You Dream Big. You iterate and experiment to drive innovation.

You Love Our Users. You keep our global community at the center of everything you do.

You Do the Right Thing. You strengthen your team through respect, fairness, and inclusion.

You Hustle Every Day. You favor urgency and own your outcomes.

You Win Together. People are at the heart of our success and you play as a team.

WHAT YOU LOVE

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