Kentucky Fried Chicken (Ltd.) German Branch

Job-Titel:
Student Digital Marketing (w/m/d)

Job-Beschreibung
KFC belongs next to Taco Bell and Pizza Hut to Yum! with more than 48.000 restaurants in over 145 countries. The German
BMU (Germany, Austria, Denmark & Switzerland) is a 190+ unit market in 4 countries growing at ca. 20+ restaurants per
annum. Given the franchise nature of the business, KFC offers the entrepreneurial dynamism of a start-up, combined with the
commercial strengths of a well-established business. You are involved in the implementation of our digital agenda and work on
exciting projects in the context of digital & social media marketing for the German market.

In cooperation with our Senior Marketing Manager Digital & Consumer Engagement:
▪ You provide our content management and updates of all KFC assets (e.g. homepage, kiosks, app, social media presences, location management etc.)
▪ You carry out competitor analysis and create presentation of findings
▪ You support our digital (and related) projects working with the wider marketing team as well as other functions (IT, Operations etc.)
▪ You assist with the implementation of digital and social media marketing campaigns
▪ You coordinate digital reports (daily, weekly, monthly)

Anforderungsprofil
▪ You are continuously enrolled in a marketing course of studies
▪ You have a good understanding of digital and social media marketing concepts
▪ You are attached to digital and mobile technologies and devices as well as on Google analytics, Excel and Powerpoint (or similar software)
▪ You have already gained first practical experience in a relevant environment.
▪ You are reliable, determined, communicative and an organizational talent
▪ You are fluent in German and speak English at a high level
▪ You have 16h per week or interest in an internship with us

Kontakt
E-Mail: karriere@kfc.de
Telefon: +49 210257980
Webseite: https://www.kfc.de/
Einsatzort: Homberger Str. 25 , 40882 Ratingen, Deutschland
Art der Beschäftigung: Werkstudent(in)
Vergütung: Nach Vereinbarung
Zeitraum der Beschäftigung: nach Vereinbarung

Firmenname: Kentucky Fried Chicken (Ltd.) German Branch
Ansprechpartner: Frau Katja Grotepaß
Jetzt bewerben: karriere@kfc.de


Bitte beziehen Sie sich in Ihrer Bewerbung auf https://www.stellenwerk-bochum.de/