

"TOP DEALS ARE MADE BY TOP TEAMS"



We are a leading global investment banking boutique for the internet, technology and digitalization and are looking for **YOU** to strengthen our team.

You're a Digital Native? You are a team player with a great character, and you enjoy challenges? You are responsible, analytical and communicative?

Top! Then become a **#DEALIVERER** and apply for our office in Berlin: [ieg-jobs.personio.de](https://www.ieg-jobs.personio.de)

Digital Marketing & Communications Specialist (m/f/d)

Full Time | with Professional Experience | Immediately | Berlin City West

IEG - INVESTMENT BANKING GROUP is present at six international locations and offers entrepreneurial solutions for digital innovations and business models in the areas of merger & acquisitions, financing and principal investments. Selected clients: Axel Springer, eBay, Deutsche Bahn, Deutsche Post, Deutsche Telekom, E.ON, figo, Financial Times, Neodigital, momox, MotorTalk, Payleven, reBuy, Rocket Internet, smava, Thalia, Thermondo, TNW, TrustYou and Würth.

Your tasks:

- Conception, implementation and further development of the IEG marketing strategy, the brand "IEG" and the personal footprint of the Managing Directors
- "Digital Relationship Manager": data generation, structuring, exploitation, monetization, provisioning, interest clustering (micro targeting), and learning from existing and new IEG relationships
- "Digital Editorial Manager": creation and PR distribution/placement of continuous unique, customer-relevant and proprietary premium digital content (text, video, audio and live)
- "Digital Event Manager": creation and continuous development of unique and value-added digital small formats

Your profile:

- Degree in business administration with a focus on marketing and/or communication and media sciences or a comparable education
- Several years of experience in marketing and communication, ideally already in financial marketing
- Distinct computer skills in standard office applications, web analysis instruments and the usual graphics and image processing programs
- High affinity to the medium Internet, experience on the relevant social media platforms (LinkedIn, Instagram, Facebook, Youtube, Twitter, Blogs etc.)
- Oral and written communication skills - also in fluent English
- Above-average commitment and ability to work under pressure as well as independent and entrepreneurial work
- Ability to work in a team and enjoy communicating with colleagues and external parties

IEG – That's why:

- An attractive marketing position in permanent employment
- A high degree of personal responsibility with a wide range of tasks
- An international, young and committed corporate culture
- A job in a growing, successful company in an international environment based in the heart of Berlin
- Modern and spacious office with fresh fruit, snacks, drinks and coffee at your disposal

For further information, please call Giorgia Ferrero at +49 (30) 303016 - 30