

# BUGATTI

## DIGITAL COMMUNICATIONS SPECIALIST (M/F/D) — BG-V/C



**Contract** : Permanent

**Location** : Molsheim, France

**Frequent international business travels**

### REQUIREMENTS

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- Bachelor's Degree in Business Administration or equivalent background
- Several years' experience in digital marketing and communication in the ultra luxury sector (e.g. automotive, fashion, hospitality)

### SKILLS

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- Team player and people/customer oriented
- Creative, out-of-the box thinker
- Dynamic and hands on mentality
- Ability to work independently with a high degree of initiative and anticipation
- Takes ownership of their performance and driving results
- Excellent written and verbal communication skills
- Demonstrated strong multi-tasking and organizational skills
- Demonstrated strong business analyst skills
- Fluent in English, good knowledge of French

### TASKS

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- Implement the brand's digital communication plan on the different brand-owned channels
- Supervise all content creation including photos and videos shoots on site and off site
- Define and coordinate the implementation of the social media plan
- Oversee all Bugatti Newsroom related activities
- Supervise the update of the bugatti.com website and third-party websites
- Set up of digital communications campaigns
- Assist partners and dealers with the deployment of their digital communications strategy in alignment with the BUGATTI one as well as the optimization of their own digital platforms
- Coordinate international agencies
- Support the Communications team with any communication-related topic

Apply with your CV and your cover letter stating the above position to [recruiting@bugatti.com](mailto:recruiting@bugatti.com)