Description

The Digital Content Manager is responsible for creating, developing and managing relevant and effective content, quickly and efficiently, for all the digital communication of Grupo Cortefiel, in all existing languages. Every message should be tailored by the Digital Content Manager to reflect the essence and values of each brand.

This position will work collaboratively with the Creative Team and the Digital Merchandising Team to support their needs in relation to any issues involving words, (text, messages and descriptions), maintaining a consistent brand voice and ensuring that style guidelines are followed for all published content.

Essential Job Functions

- Prepare descriptions for every item for sale online, ensuring accurate technical and creative descriptions with emphasis on details not easily visible on the website. Suggestions for accessorizing or coordinating items should be included according to specifications from Design Department of each brand.
- Create or review all the text of the email communications (subjects, claims, principal text, legal advices...).
- Help the Digital Marketing Team select and create content that is relevant to the retail calendar, focusing on seasonal content.
- Translate all the written content. If the Digital Content Manager does not speak required languages, he/she must secure accurate translations by reliable external translator or by internal partners.
- Keep current with fashion trends via relevant blogs, magazines and events and share it with the Digital Creative Team.
- Keep up to date with content activity by retail competitors for each brand and share it with the Digital Creative Team.
- Check all the websites every day to ensure the content or the text are correctly published.
- Monitor the effectiveness and the success of the content, checking and comparing the results of the communications.
• Possess the ability to simultaneously manage the different brands correctly, in their different styles or DNA.

**Required Experience**

• Bachelor Degree ("licenciatura") in Journalism, Marketing or Communication.
• Proactive and curious, the Digital Content Manager can work independently and collaborate with cross-functional teams in Ecommerce.
• Must be able to thrive in a fast-paced, team oriented and creative environment.
• Ability to demonstrate creative sensibility and capacity to understand and apply the DNA of our brands.
• Must speak fluently Spanish, English and French.

**Distribution of Effort**

• Create and write text or content for all the websites and email communications for each brand, in all the languages required (40%)
• Prepare descriptions for every item or collection for sale online in all the languages required (40%)
• Continually research of fashion trends and monitor consumer communications or events to ensure to be updated (10%)
• Propose new content relevant for the brand, focusing in season content (10%)

Anybody who is interested can send their CV to both:

Anne-Marie Blaire (Head of eCommerce): [annemarie.blaire@grupocortefiel.com](mailto:annemarie.blaire@grupocortefiel.com), and Belén Valiente (Head of Online Marketing): [belen.valiente@grupocortefiel.com](mailto:belen.valiente@grupocortefiel.com).