



**DIGITAL COMMUNICATIONS SPECIALIST**

**Type of collaboration/contract:** VIE Program / International internship

**Business:** Ag Segment, EMEA

**Location/Country:** Turin, Italy

**Reports to** Digital Communications Manager

**Position Summary:**

Develop the Digital Communications for the Ag Brands (Case IH, STEYR, New Holland in the EMEA region.

- Coordinate the Brand Websites updates process according to priorities and timeline
- Responsible for the new Brands websites rollouts (CaseIH, New Holland, Steyr) for all the markets across EMEA region
- Coordinate translations and proof-readings with the markets
- Manage the assets distribution process to the markets according to the plan
- Coordinate across the other communications departments special digital projects such as digital events, landing pages, apps, digital assets management platforms.
- Liaise with Brand Global teams about:
  - the guidelines markets have to follow ensuring they are adopted in a proper way reporting specific needs collected from the markets
- Meet the deadlines' required

# INTERNATIONAL CAREER FAIR

- Responsible for the assigned budget and the relevant administration process

Key indicators (common to the team):

- Editorial coverage on Digital Channels
- Share of voice, measured in the groups' Media Monitoring Reports
- Lead Generation
- Market recognition

Skills:

- Studies and/or experience with focus on communication
- Strong interest towards the digital trends in the communications sector
- Experience in a communication department or advertisement agency
- English language: fluent level
- Must be able to take responsibility and work under own initiative, in a complex environment
- Experience with Sitecore Experience Platform and Content Hub is a plus

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