



CREATE THE INCOMPARABLE

JOIN BUGATTI AS —

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

APPLY WITH YOUR CV AND YOUR COVER LETTER STATING THE ABOVE POSITION TO RECRUITING@BUGATTI.COM

REQUIREMENTS

- Bachelor's degree in Business Administration or equivalent background
- Several years' experience in digital marketing & communication in the luxury sector e.g. automotive, fashion, hospitality

SKILLS

- 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, 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

- Implement the brand's digital communication plan on the different brand-owned channels
- Supervise content creation including photo and video shoots
- 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
- Assist partners and dealers with the optimization of their own digital platforms
- Set up of digital communications campaigns
- Coordinate international agencies
- Support the Communications team with any communication-related topic

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