

Your Career Path.

European Digital Communications Manager Harley-Davidson® & Buell®

Our Motorcycles.

Working out of Harley-Davidson®'s Head Office based in Oxford, the European Digital Communications Manager will be responsible for the development and execution of the European Digital Communication Strategies across Europe, the Middle East and Africa region.

You will possess the technical expertise of interactive communication and the marketing skills required to function as the key digital leader within Harley-Davidson Europe. Acting as a 'digital champion' you will work in close collaboration with the central and local European Marketing Teams and other key stakeholders to demonstrate and champion the benefits of digital marketing. Once these plans are in place it will be your responsibility to ensure that initiatives are completed according to established plans, schedules and budgets; communicate project status to key stakeholders and coordinate closely with members of the European Marketing Team.

You will have a deep rooted understanding of the digital space, incorporating everything from web builds/technologies, online advertising/marketing, social media, search marketing (SEO, PPC & SEM), creative and user experience. As the 'digital champion' you will put in place a robust digital strategy for the short, medium and long-term, acting as the thought leader for all things digital in Europe. Applicants must be exceptional communicators as building relationships and securing buy-in with stakeholders throughout Europe is fundamental to the success of this role.

Experience working within a leading digital agency on multiple client accounts would be highly beneficial. This is an exciting opportunity to join a friendly, passionate team who live and breathe the Harley-Davidson brand. For further information on the role and company please contact Neil Rogers at RedCat Solutions. Please either email your CV to

nr@redcatsolutions.com or call **020 7173 6217**

All third party and direct applications will be forwarded to RedCat Solutions.

Harley-Davidson® Europe Limited is an equal opportunities employer.

