

As a Digital Marketing Specialist, you will focus on the development, execution, and optimization of digital touchpoints, leading the evolution of owned media channels, including websites, search, and social platforms. You will work closely with category marketing teams and external agencies across Europe to ensure impactful consumer engagement.

Digital Specialist

Nr ref.: 153/9/2026/PW/270381/jobs.pl Warszawa (mazowieckie)

What you can expect from us?

- Cooperate directly with top-tier international stakeholders and creative agencies across Europe.
- Work in an environment heavily invested in digital transformation, with a mandate to utilize advanced generative AI tools daily.
- Enjoy deep ownership over social media content calendars and the creative adaptation of our digital touchpoints.
- Boost your career by managing high-impact digital campaigns for a globally recognized consumer goods lineup.
- A highly competitive permanent contract (Umowa o pracę) with a modern hybrid setup and excellent professional development perks.

Employment agency entry number 47

this job offer is intended for people over 18 years of age

What will your tasks involve?

- Collaborate with regional marketing teams to build and execute tailored digital strategies for various product categories across Europe.
- Work alongside creative agencies to develop social media content calendars. Create, adapt, and refine high-quality content across platforms using creative tools.
- Leverage and integrate modern AI tools (such as ChatGPT, Midjourney, and Jasper) to enhance content ideation, velocity, creation, and automation workflows.
- Plan, deliver, and track digital KPIs and campaign metrics. Analyze content performance and apply data-driven insights to optimize future touchpoints.
- Maintain a deep understanding of current digital and social trends, applying them strategically to keep the brand ahead of the curve.

What we expect from you?

- University degree in Digital Marketing, E-commerce, Analytics, Business, or Communication.
- 3+ years of hands-on digital experience covering content creation, digital advertising, influencer cooperation, or social media management. Experience within the beauty, cosmetics, or media agency sectors is highly preferred.
- Strong understanding of major platforms (Instagram, TikTok, YouTube, LinkedIn) and creative toolkits (Canva, Adobe Creative Suite, video editing software).
- Live, practical experience utilizing AI tools to generate both static and video

content.

- Strong visual and copywriting instincts, a test-and-learn mindset, excellent organizational skills, and professional fluency in English.