



At Strauss, we don't just make work clothes—we set trends. From safety sneakers to rugged work pants and statement-making caps, our gear is built for the job and designed to stand out. Already a leader in Europe, we're bringing that same energy to the U.S. as we grow. And we need ambitious people to help make it happen.

Be part of a brand that's shaping the future of workwear.

Marketing Campaign Manager – USA (m/f/d) | Vollzeit

What You Bring to the Table:

- You plan, coordinate, and oversee integrated marketing campaigns across all digital and traditional channels - including webshop, SEA, display, social, email, print, radio, and TV.
- You make sure every campaign runs smoothly end to end: from planning and briefing to execution tracking, reporting, and post-campaign analysis.
- You maintain up-to-date overviews, mapping all touchpoints and milestones to keep teams aligned and informed.
- You partner closely with internal teams (eg eCommerce, Marketing, Brand Partnership, Product) to make sure all activities are on brief, on brand, and connected to commercial goals.
- You ensure campaign materials meet brand standards, deliver against the brief, and communicate consistently across every channel.
- You consolidate inputs, data, and results across teams and consolidate them into clear reports - highlighting insights, learnings, and actionable next steps.
- You provide full-funnel visibility for every campaign, connecting creative, channels, and outcomes into one cohesive view.
- You coordinate and document testing and learnings (e.g. A/B or creative tests), ensuring results are visible and understood across teams.
- You track market activity and competitor campaigns, identifying trends and opportunities to inform future campaign planning.

Your ingredients:

- You hold a degree or vocational training in digital media, marketing, communications, or a related field.
- You bring 3+ years of experience planning and coordinating multi-channel campaigns — ideally in an eCommerce or agency environment.
- You have strong project management and organizational skills, keeping complex initiatives structured and on track.
- You communicate clearly, collaborate effectively, and thrive in a fast-moving environment with many stakeholders.
- You understand how digital and offline channels work together to drive performance and brand impact.
- You're comfortable using project management, briefing, and reporting tools and enjoy turning complex plans into clear visibility.
- You're detail-oriented, data-aware, and passionate about ensuring campaigns are flawlessly executed from start to finish.
- Excellent English communication skills (minimum C1+), German is a plus.

Our recipe for success:

- You'll be on-site for the first few months so you can get off to a great start at Strauss. After that, you can flexibly schedule your office and remote work days per week.
- At Strauss, we focus on long-term relationships - including our employment contracts.
- What we serve is Champions League. At least that's what the experts say - the best canteen in Germany!
- Is career development important to you? We think so too! Take advantage of our training program.
- Beauty and crema aren't everything. But a massage or meditation during your lunch break will do you good.
- Your health is important to Strauss! That's why there's Strauss Care - from physio to medication delivery service to company pension plans, everything is included.
- Whether it's an open-air BBQ on hot summer days or a legendary Christmas party - we celebrate our community!
- Just bring the little ones to work in the morning? At Straussennest, the masters of tomorrow can really let off steam - all day long.
- Top infrastructure on the A66
- On top: 30 days vacation, vacation and Christmas bonus, employee discounts



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Ready to jump in? Apply now using our online form—it's quick and easy.

- If you're the detail-oriented, analytical type, send us everything you've got.
- More of a creative, big-picture thinker? Send us whatever you have, and we'll take it from there.

We're looking for people who bring passion, ideas, and a love for getting things done. Sound like you? Let's talk.

You can also send us your application by mail:

Strauss GmbH & Co. KG
HR - Human Relations
Frankfurter Straße 98-108
63599 Biebergemünd, Germany

Got any questions? Take a look at our [FAQ](#) or reach out to us at:

Amelie Bodnar or **Fabienne Ringle**

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hr@strauss.de

Here you can find the [privacy policy](#).



Jetzt bewerben