

## Senior Manager Digital Innovation Communication (f/m/d)

Are you passionate about **driving impactful communication around digital transformation, AI, and business strategy**? Do you want to help position Heidelberg Materials as a digital and AI pioneer in the building materials industry, engaging internal and external stakeholders with clear, impactful messaging?

Then join our **Group Communication & Investor Relations Department** in the role of **Senior Manager Digital Innovation Communication (f/m/d)**.

You will report to the Head of Communications and be located at our **Headquarters in Heidelberg, Germany**.

### YOUR NEXT CHALLENGE

- **Develop and implement communication strategies** that support our digital and AI business transformation, including campaigns and stories on new digital products, platforms, and services
- **Translate complex digital topics** into clear, engaging narratives for diverse audiences like employees, media, influencers, and investors
- **Steer global projects and campaigns for digital communication** in close collaboration with country organisations
- **Collaborate closely with our partner ecosystem and digital business units**, product teams, and innovation leads to align messaging and ensure strategic consistency
- **Create high-impact content** across formats (presentations, articles, videos, infographics) tailored to strategic communication goals
- **Support executive communication** around digital initiatives, including speeches, thought leadership, and social media content
- **Monitor trends and stakeholder perceptions**, providing insights to continuously refine our digital communication approach

### YOUR PROFILE

You're a strategic communicator with a strong grasp of digital innovation and a talent for making complex ideas accessible and engaging.

- Degree in **communications, digital media, journalism, or a related field**
- **Several years of professional experience (ideally a minimum of 7 years)** in strategic communication, ideally with a focus on digital transformation or technology-driven industries
- Sound understanding of **digital business models, AI, platforms, and product communication** and **strong relationships** with the digital and tech community
- Proven ability to **craft compelling narratives** and translate technical concepts into audience-relevant messaging
- Excellent writing and verbal communication skills in **German and English** (native-level English a plus)
- Experience working with **cross-functional teams** and managing multiple stakeholders
- Highly **organised**, proactive, and collaborative mindset with a passion for innovation and sustainability

Ready to **make more of tomorrow today**? Apply via our [careers page](#) and take a glimpse [behind the scenes](#) to learn more about life at Heidelberg Materials.