



CAMPBELL & PARTNERS
EUROPEAN RECRUITMENT CONSULTANTS

Ref No: MG/1346

E-COMMERCE MANAGER

Client:

Leading consumer goods company with an integrated online business. We are now looking for an E-Commerce professional to join the international E-Commerce team at German headquarters.

Location: Munich

Responsibilities:

- technical and visual development of the online shop
- optimization of shop performance, usability and customer journey
- recommendation of action plans to drive business profitability
- content management and integration of new features and portfolio
- management of external service providers
- sales planning and control
- development and implementation of shop campaigns
- communication via newsletter, banner, social media etc
- development of new business via affiliate marketing, SEO, SEA etc
- marketing and KPI analysis and reporting
- transfer of Best Practices

Requirements:

- relevant university degree in eg business, E-Commerce or equivalent
- at least 3 years' experience in E-Commerce or digital
- experience of optimization of shop performance
- experience of shop marketing, cross media campaigns etc
- skilled in relevant tools eg Google Analytics, CRM systems and MS-Office
- first-class project management skills
- fluent German and English
- analytical, enthusiastic and self-motivated
- strong interpersonal and communication skills

Please e-mail your application to: first@campbell.de