

Online Marketing Manager (German language)

Feladatok

Your main responsibilities will be:

- Operation of the online shop of the Continental trade companies in the DACH region;
- Increase in sales and efficiency of online shop;
- Competitor analysis on-page and off-page & implementation of evaluations with web analysis tools;
- Use and further development of Adobe Target to increase cross-selling opportunities;
- Content maintenance on the webpages of the DACH region;
- Conception and implementation of on- and off-page optimization measures;
- Data-based e-mail marketing: Customer-specific sending of newsletters in collaboration with CRM management to increase customer frequency and purchase probability.

Profilja

To succeed in this role you'd need:

- Completed studies with a focus on economics or information technology;
- At least 2 years of professional experience in online marketing and eCommerce;
- Good knowledge of HTML programming;
- Good knowledge in the areas of SEO/SEA;
- Know-how in web analytics tools (Adobe Analytics, Webmaster Tools, etc.);
- Fluent German language;
- Very good communication skills in English.

Ajánlatunk

- Professional, dynamic, and multicultural work environment;
- Endless development opportunities in an international company and work with leading world-class technologies;
- Company discounts;
- Discounts in modern employee restaurant;
- Extra paid time off;
- Flexible working hours;
- Mobile work option or work from office operated to the highest level of comfort and sustainability;
- Salary: 2169-3852 EUR (before withholding taxes).

Ready to drive with Continental? Take the first step and fill in the online application.



Job ID
REF51808F

Tevékenységi terület
Marketing and Sales

Telephely
Sergeičikai I

Vezetői szint
Leading Self

Munkahelyi rugalmasság
Hybrid Job

Jogi egység
Continental Tires Business Services UAB

Rólunk

For 150 years we've been changing the way the world moves - now it is your chance to design the next chapter of the strategic growth field of Continental Tires.