

Online Marketing Manager (m/f/d)

Descrição da função

- Oversee the technical operation and continuous development of the company website and online shop for the Swiss B2C market.
- Administer the website/shop backend (product maintenance, pricing, vouchers, order control, opening hours, stage booking, support tickets).
- Manage and maintain online tools such as Google Analytics/GA4, Google Ads, Google My Business, Adobe AEM, Adobe Campaign, Adobe Target, and Mouseflow.
- Conduct web analysis, reporting, and forecasting (shop reports, email marketing reports, conversion tracking) and derive data-driven recommendations for action.
- Monitor the market, competition, and relevant trends in Switzerland; contribute to e-commerce projects and relaunches; ensure proper shop functionality and compliance with corporate identity.
- Collaborate with internal stakeholders (branches, customer support, sales).
- Plan, manage, and optimize performance campaigns (SEA, display, social), including budget control and ROI monitoring.
- Handle SEO (on- and off-page), multilingual keyword research, and content strategy, including ongoing content maintenance (campaigns, products, news, tips).
- Conceptualize and implement email marketing activities (segmentation, personalization, dispatch, A/B testing) in coordination with CRM.
- Develop and execute content and social media initiatives; produce marketing materials (banners, videos, newsletters, POS materials).



Identificação da vaga
REF91101X

Área funcional
Marketing and Sales

Local
Sergeičikai I

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
Continental Tires Business Services UAB

Requisitos

- Completed university degree or equivalent qualification with professional experience in marketing, IT, or a related field.
- At least 2-4 years of professional experience in online or e-commerce marketing, ideally with responsibility for an online shop.
- Solid knowledge of SEO and SEA, as well as experience with web analytics and tag management tools.
- Experience with shop backends, CMS, marketing automation tools, and conversion optimization.
- Basic skills in image editing and HTML/CSS for simple content adjustments.
- Strong analytical and data-driven working style, excellent reporting, and project management skills.
- Excellent command of German (spoken and written); good command of English; French language skills are an advantage.

O que oferecemos

- Professional, dynamic, and multicultural work environment;
- Endless development opportunities in an international company and work with leading world-class technologies;
- Health insurance package;
- Company discounts;
- Discounts in modern employee restaurant;
- Extra paid time off;
- Cross border work opportunity;
- Gross Salary: from 2200 to 3800 EUR (before withholding taxes)

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Quem somos

BestDrive by Continental is the new service brand of Continental AG, with around 70 company-owned branches throughout Switzerland. In addition, 47 FleetPartners expand the network. The new brand is gradually emerging from the former brands Pneu Egger and Adam Touring, and aims to visibly represent the long-standing affiliation with the Continental Group in the future.

In our branches, we offer car services, tires, and accessories — for a perfectly maintained vehicle that guarantees great driving comfort and maximum safety in every traffic situation. We have been the leading company in the tire trade in Switzerland for many years.