

## Online Marketing Manager (m/f/d)

หน้าที่ความรับผิดชอบในงานของคุณ

- 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).

โปรไฟล์ของคุณ

- 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.



รหัสตำแหน่งงาน

**REF91101X**

สาขางาน

งานการตลาดและการขาย

ที่ตั้ง

**Sergeičikail**

ระดับความเป็นผู้นำ

**Leading Self**

ความยืดหยุ่นในการทำงาน

ทำงานนอกสถานที่และที่บริษัท

นิติบุคคล

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## เกี่ยวกับเรา

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