

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

### 工作职责

- 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).

### 职位要求

- 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.

我们可以提供



职位号码

**REF91101X**

工作职能

市场营销与销售

所在地

**Sergeičikai I**

领导力级别

个人贡献者

工作场所灵活度

混合式办公

法律实体名称

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## 关于我们

**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.