



PR/087053 | Web Marketing Specialist (m / f / d)

Job Information

Recruiter
[JAC Recruitment Germany](#)
Job ID

1543951

Industry

Retail

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

June 10th, 2025 10:37

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

Our client - A leading Japanese Knitwear producer is currently seeking a Web Marketing Specialist to utilize web and digital marketing strategies to increase sales through our company website and Amazon, as they do not have physical stores.

JOB RESPONSIBILITIES

- Develop and implement web marketing strategies to drive traffic and sales on the company website and other platforms such as Amazon.
- Manage and optimize online advertising campaigns (e.g., Google Ads, social media ads).
- Create and maintain engaging content for the website, blog, and social media platforms.
- Analyze web traffic and sales data to identify trends and opportunities for improvement.

- Collaborate with the design and product teams to ensure marketing materials align with brand standards.
- Monitor and report on the performance of marketing campaigns and make data-driven recommendations.
- Stay updated with the latest digital marketing trends and technologies.

JOB REQUIREMENTS

- Proven experience in web and digital marketing.
- Strong understanding of SEO, SEM, and PPC strategies.
- Experience with e-commerce platforms, particularly Amazon.
- Ability to analyze data and generate actionable insights.
- Familiarity with web analytics tools (e.g., Google Analytics).
- Fluent command of English and German.
- Creative thinking and problem-solving skills.
- Ability to work independently and as part of a team.

BENEFITS

- Home office basis
- Flexible working hours
- 30 days of annual leave

Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

Company Description