



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

Job Information

Recruiter

JAC Recruitment Germany

Job ID

1549801

Industry

Retail

Job Type

Permanent Full-time

Location

Germany

Salary

Negotiable, based on experience

Refreshed

September 3rd, 2025 11:00

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.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description