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

募集職種

人材紹介会社
ジェイ エイ シー リクルートメント ドイツ

求人ID
1549801

業種
小売

雇用形態
正社員

勤務地
ドイツ

給与
経験考慮の上、応相談

更新日
2025年07月08日 17:33

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
ビジネス会話レベル

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

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 RESPONSIBLITIES

- 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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会社説明