



Fashion Days: Head of Online Marketing

As part of our international expansion strategy, we are looking for a

Head of Online Marketing

to develop and execute online marketing strategy of our successful B2C Fashion and Lifestyle E-Commerce company. We are seeking a smart, dynamic and assertive specialist with a strong experience in online marketing who is hungry to learn and to flourish in a dynamic, high-growth, entrepreneurial environment.

Based in Zurich/Switzerland, this position is very demanding and fast-paced, requiring a highly motivated, flexible individual who is looking for a new challenge to grow and succeed in our international organization.

Responsibilities

- create a comprehensive online marketing strategy and guidelines for all our markets
- support countries in implementation of online strategy
- implement the best-fit online marketing methodology and tools for the whole company
- implement a variety of forms of social media to promote brand recognition and promotions and to drive traffic to the company's website
- improve customer acquisition efforts and related budget reporting
- optimize website content to ensure both search engine visibility and favorable user experience
- develop new online promotions, merchandising opportunities and experiences to engage customers on the site, increase their order size, and keep them coming back
- monitor site traffic and optimize campaigns based on the best-performing strategies
- track, manage and communicate progress to the Group Management
- be creative, analytical and pragmatic – you will be able to provide recommendations and make decisions on behalf of the customer and business.
- continuous screening, search engines (especially Google), portals and other cooperation partners

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Qualification

- more than 5 years of experience in online marketing
- practical experience of developing and implementing an online marketing strategy
- excellent knowledge of E-Commerce
- experience working with online shopping portals
- hands-on knowledge of SEO, SEM, online media, email acquisition, affiliate marketing
- excellent organizational, problem-solving skills
- outstanding quantitative skills and attention to detail
- ability to analyze data and business processes
- goal-oriented personality with the ability to work under pressure, prioritize and to handle multiple simultaneous tasks in different business areas
- excellent command of English with strong written and verbal skills
- university degree with major in Business Administration or Information Technology

About us

Fashion Days is the leading Online Shop for Fashion and Lifestyle in the South-Eastern part of Europe, selling goods in Czech Republic, Slovakia, Hungary, Slovenia, Romania and Bulgaria.

We offer selected products from high-level fashion brands, time- and quantity limited, at friendly prices. All goods that are sold are originals and customers are served on a first come, first served basis.

Interested?

If you would like to join us and take on the opportunity to work for an exceptional team, we look forward to receiving your application. Please e-mail to: hr_schweiz@fashiondays.ch