

SWAROVSKI

Interested in joining our team?

If so, take the opportunity to apply to one of the world's best-known brands as

Ecommerce Marketing delivery (m/w)

Location: Männedorf (Switzerland)

An attractive work place at our Consumer Goods Business (CGB) and Finance and Administration (F&A) Headquarters.

In this position, you will work with Global Multibrand online retailers to identify marketing opportunities, onsite opportunities, requests content for marketing assets, and provides feedback on various ecommerce elements.

You will report to the VP Marketing Delivery.

WHAT YOU CAN EXPECT

Your main duties will be the following but not limited to:

- Holding relationships with global account managers and key markets and works with them to maximize ecommerce sales.
- Analysing trading performance and proposing optimizations within product search and navigation, promotional content slots, product content, merchandising, and cross sell opportunities.
- Establishing and maintaining scalable processes relating to ecommerce delivery.
- Requesting assets for ecommerce marketing.
- Evaluating needs for new automation tools to enable internal and commercial efficiencies.
- Monitoring online and mobile shopping trends, and maintaining knowledge of competition and opportunities in ecommerce.
- Increasing consistent global brand awareness and perception according to the central strategy and actual positioning per market.

WHAT WE EXPECT

A motivated, proactive and highly organized player, who brings along the following background:

- Higher Education Degree ideally in Marketing, Economics, Business
- 2-4 years of Ecommerce marketing delivery experience within Fashion or lifestyle brands
- eCommerce expertise; digital and shopper marketing experience
- Project Management
- Strong analytical skills (KPI and sales data, website and social media analytics tools)

- Excellent verbal and written skills in English
- 2-4 years of experience in Project management
- Strong organizational and time management skills
- Ability to work in a Matrix organization

Please apply via:

https://swarovski.wd3.myworkdayjobs.com/swarovski/job/Zurich-area/Ecommerce-Marketing-content-delivery_R-4512