JOB PROFILE

|  |  |
| --- | --- |
| **DEPARTMENT: Commercial** | **POST TITLE: eCommerce Acquisition** Marketing **Executive (Germany)** |
| **SALARY:** Dependent on experience | **REPORTS TO:** eCommerce Brand Manager (France & Germany) |
| **HOURS:** 40 hours per week. Monday to Friday. | **RESPONSIBLE FOR:**   * **N/A** |

The following information is provided to help applicants understand and appreciate the general work content of their post and the role they are to play at Limitless Digital Group Limited (LDG). The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the salary has been established on this basis.

|  |
| --- |
| **Key Purpose of Post:** |
| The role of eCommerce Acquisition Marketing Executive will play a vital role in ensuring the successful day to day management of PPC campaigns, maximising marketing spend through effective analysis of product category and campaign performance, and via selective other paid acquisition sources.  A key aspect of the role is to proactively ensure that marketing spend is maintained at appropriate levels across all paid channels whilst driving revenue growth and improvements to conversion rate.  The post holder will be responsible for all paid channels and the acquisition of traffic to the websites and marketplaces, ensuring profitability across all channels. |
| **Main Responsibilities of Post:** |
| * To successfully oversee the day to day management of PPC campaigns; securing significant improvements on ROI. These improvements will be achieved through pro-active and effective analysis, continuous optimisation and testing of ad copy, keyword match types, landing pages, keyword maintenance and bid management. * To work closely with other team members to monitor and review product category performance in order to maximise marketing spend. Additionally, it is essential to continuously utilise competitor research, industry knowledge and ROI analysis, in order to identify new opportunities to support the overall objectives of the team. * To successfully manage additional paid acquisition sources such as Affiliates, CSEs and Display campaigns, with the aim of bringing profitable traffic to the sites. * Proactively ensure that marketing spend is maintained at appropriate levels across all paid channels whilst driving revenue growth and improvements to conversion rate. This will require an analytical approach as spend will need to be reviewed constantly to guarantee that it is being efficiently allocated to the correct categories, products and campaigns, all the while closely working with the relevant Brand Manager. * To take on any other responsibilities or tasks that are commensurate with the salary of the post and are within the employee's range of skills and abilities, whenever reasonably instructed. |

**PERSON SPECIFICATION**

|  |  |
| --- | --- |
| **Knowledge:** |  |
|  | **Essential/ Desirable** |
| * Strong knowledge of MS Excel. * Knowledge of Google Ads & Microsoft Advertising. * Knowledge of Bathroom and Heating Products. * Knowledge and insight of relevant target market & territory. | * Desirable * Desirable * Desirable * Desirable |
| **Experience:** |  |
|  | **Essential/ Desirable** |
| * Previous experience in managing paid marketing channels. * Previous experience or interest in aspects of digital marketing. * Experience in writing, optimising and testing ad copy, * Experience in quantitive analysis & reporting. * Experience of manipulating large data sheets in Excel. * Experience within an ecommerce trading environment, working to achieve budgeted sales and profit levels and adjusting trading activity accordingly. * Experience of and understanding of trading commercials such as pricing, margin, carriage etc and the impact that promotional activity has on such metrics. | * Desirable * Desirable * Desirable * Desirable * Desirable * Essential * Essential |
| **Qualifications:** |  |
|  | **Essential/ Desirable** |
| * Google Ads or Microsoft Advertising Qualifications. * Degree-level qualification in Marketing, Business or Relevant European Language. * Google Analytics Qualifications. | * Desirable * Desirable * Desirable |
| **Skills & Ability:** |  |
|  | **Essential/ Desirable** |
| * Strong quantitative analysis skills within a trading environment with the ability to make data-justified business decisions, and to confidently present recommendations at senior management level. * Ability to manage significant work demands to prioritise, prioritising workload and managing expectations to deliver tangible outcomes. * Excellent interpersonal skills across all methods of communication. * Commercially driven with excellent communication skills. * Able to analyse and interpret data and information. * Highly organised and efficient. * Strong PC literacy skills. | * Essential * Essential * Essential * Essential * Essential * Essential * Essential |
| **Communication:** |  |
|  | **Essential/ Desirable** |
| * You will be able to communicate clearly and effectively with a diverse range of people, both verbally and in writing, in English and German. * You are able to explain things clearly and precisely to others. * Actively listens, shares information, and proposes suggestions and solutions. * You show respect and fairness when communicating, taking into account the feelings of others. | * Essential * Essential * Essential * Essential |
| **Behaviour & Personal Characteristics:** |  |
|  | **Essential/ Desirable** |
| * A committed and effective team player with a clear customer focus. * A positive ‘Can do’ attitude towards all aspects of the role. * Loyal to Limitless Digital. * Role models the values and behaviours that we expect at all times. * Build rapport and displays integrity at all times. * Treats everyone equally, with respect and dignity. * Enthusiastic and flexible team player with high expectations of self and others. * You will be able to adapt to new work challenges and situations, adopting a positive attitude to change. * Constructively challenges and accepts constructive challenge from others. * Resilient & calm when under pressure, able to balance conflicting priorities and manage their time well. | * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential * Essential |