JOB PROFILE

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| **DEPARTMENT: Commercial** | **POST TITLE:** eCommerce Marketing Executive (Germany) |
| **SALARY: Dependent on experience** | **REPORTS TO: eCommerce Brand Manager** |
| **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.

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| **Key Purpose of Post:** |
| The effective eCommerce Marketing Executive will be responsible for developing and improving performance for multiple marketing channels, such as Organic and other acquisition sources. They will be responsible for proactively driving improvements to the website. All activity will be in line with defined brand guidelines, agreed marketing plans & overall business strategy. |
| **Main Responsibilities of Post:** |
| * Provide effective copywriting, revision and translating services for our websites and brands, including the production of category descriptions, blog articles and any other website content, with the goal of driving improvements to the Organic marketing channel as well as customer engagement. This will also entail proactively reviewing the frontend of the website to ensure that content is correct, up to date and implemented according to brand standards and best practices. * Oversee management and maintenance of categories and customs pages to support customer acquisition and revenue growth. * Work closely with the Brand Manager, to proactively monitor and analyse category and product presentation on the website to ensure that performance and conversion rates sustain profitable growth and ensure that marketing activity is maintained at appropriate levels across all channels whilst driving revenue growth and improvements. * Liaise with team members to monitor and review product category performance to maximise marketing spend and continuously utilise competitor research, industry knowledge and ROI analysis, to identify new opportunities to support the overall objectives of the team. * To assist in the development and execution of marketing campaigns across SEO, newsletter, and video channels to build our brand presence and increase customer engagement and ensuring that campaigns and general marketing activity are relevant and product driven. * Successfully coordinate promotions and offers for our websites, liaising with the Design and Product teams to provide banner copy and launch promotions in respective country. * 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**

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| **Knowledge:** |  |
|  | **Essential/ Desirable** |
| * Knowledge of Bathroom and Heating Products. * Knowledge and insight of relevant target market & territory. * Knowledge of HTML and/or WordPress platform. * Knowledge of Google Analytics 4 | * Desirable * Desirable * Desirable * Desirable |
| **Experience:** |  |
|  | **Essential/ Desirable** |
| * Previous experience or interest in aspects of digital marketing. * Experience of writing and optimising high quality online content. * Experience of working with various Chat AI programs and adapting the given output. | * Desirable * Desirable * Desirable |
| **Qualifications:** |  |
|  | **Essential/ Desirable** |
| * Degree-level qualification in Marketing, Business or Relevant European Language. | * Desirable |
| **Skills & Ability:** |  |
|  | **Essential/ Desirable** |
| * Fluent written language skills in German and English. * Pro-active and outgoing approach, not afraid of hard work and willing to put in the extra effort to succeed and develop/maintain the brand. * Commercially driven with excellent communication skills. * Ability to write, edit and proofread grammatically correct content. * Exceptional attention to detail. * General interest in all aspects of digital marketing. | * 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 German and English. * 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, considering 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. * Demonstrates 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 challenges 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 |