

Head of Digital Marketing – who turns leads into purchases

Join a Team of FMCG professionals and use your strong e-commerce skills to continue the strong growth and make use of all your digital insights.

The company is experiencing high growth rates with online sales of Branded FMCG products and invites you to expand the existing business alongside the establishment of a new Brand & portfolio with effective campaigns using new digital initiatives.

Put in Basket...

You who has success as a professional E-Commerce marketer and has a proven experience with an Online Sales track record demonstrating how leads from different marketing channels are converted into business.

It is a prerequisite that you are fact based and data driven with excellent analytical skills to drive this Digital business. Some IT technical understanding is needed. In writing, you have an ability to formulate short praising Danish texts that stimulate purchase, and you will execute these campaigns on a weekly basis.

You are up to date and know what CDP means, you know all about Marketing Automation and similar digital solutions, each of which contributes translating data into effective business.

Marketing channel effectiveness and ROI on campaign spendings is familiar to you. You work with a high result orientation towards increasing basket volume and value.

Your theoretical background may be multiple and the direction not decisive. However, a high level of abstraction is important and your ability to work analytical to build the business on a fact-based path.

You like to visualize using a model apparatus or similar tools to create an overview so that complex things appear easy understandable to your colleagues. You are motivated working together with colleagues in and outside Denmark who has different cultures and approaches.

Arbejdsgiver

Foodcareer

Employment Type

Full-time

Øst Jylland, Danmark

Indrykket

april 20, 2023

Søg jobbet

Søg jobbet

Internal contacts include Sales, Marketing, Purchasing, Supply Chain and Finance.

Externally, you will liase with digital agencies and selected partners and colleagues in other Northern European countries. The company is in East Jutland.

You are offered:

Great influence on the company and your own development. Happy colleagues in a dynamic working environment and who has a good sense of humor – also when things are going fast.. A salary package that matches your qualifications and achievements.

Contact:

Please contact FoodCareer.dk, Christian Saabye Simonsen mobile 0045 51306866 for a confidential discussion and email your CV in English using the link below. All candidates are treated with absolute discretion.