

PLANET EXPAT IS HIRING A TRAFFIC MANAGER GERMANY FOR PERMANENT UNDEFINED.

Date : 16/01/2018

Job reference : 180108-23479917

Type of contract : Permanent

Localisation : Paris 10000, FR

Contract duration : Undefined

Level of studies : Master's Degree

Years of experience : 2-3 years

Company description :

Planet Expat provides career-boosting paid internships in some of the most innovative and dynamic Start-ups in Latin America, Europe and the USA. We connect students with promising start-ups abroad through a program that allows them to gain valuable professional experience in international environments while being key contributors to innovative projects. We are currently hiring for the company below:

We are an e-commerce startup founded in 2014 and based in Paris, France. We developed a website focused entirely on selling refurbished devices (those that are almost brand new but can't be sold in retail).

Job description :

Create and optimize paid acquisition campaigns for the German market: SEA, Facebook/Instagram, display etc.

Take part in projects in order to develop each marketing channels (creatives, tracking, landing pages, product flows, A/B testing...).

Manage day-to-day performances and ensure alignment with marketing targets of the market, with a key focus on ROI Running regular analysis and reports.

Monitor market's trends and competition and be on the lookout for marketing innovations.

Collaborate with the business development team to give sourcing recommendations and ensure offer quality.

Be proactive: constantly challenge, test and measure actions.

Required profile :

Native German speaker.

Have a Master's degree in the field of marketing, or some other business-related field.

Have a strong team spirit.

Be a proactive person with keen attention to detail.

Have 2-3 years' experience in SEA and Social advertising. Additional experiences on other marketing acquisition channels would be a bonus!.

Have strong problem-solving, analytical skills.

Google Analytics and Doubleclick stack have no secrets for you.

To apply: <https://apply.multiposting.fr/jobs/6525/23479917>