

E-COMMERCE MANAGER

ITALY

Refnr: GN407134

Company information:

Skillz Recruitment is an international Fashion and Retail recruitment agency. We recruit within the divisions Fashion & Luxury, Footwear & Accessories, Beauty & Cosmetics and Living & Lifestyle. For our division Fashion & Luxury, we are currently recruiting for an **E-Commerce Manager** for a fashion organisation.

Job description:

In the role of E-Commerce Manager you are responsible for the online activities including: website performance and support, online campaigns, affiliates and SEO. You are responsible for understanding the key drivers of the business in terms of customer acquisition costs, online marketing channels, direct marketing, visitors and customers conversion rate, merchandising plan, and pricing strategy. You will develop and implement a marketing plan that will attract new customers and focus on the online marketing investment and development of new online and off-line partnerships.

Requirements:

The ideal candidate Skillz Recruitment is looking for has a Bachelor or a Master degree, preferably in Fashion or Marketing & Communications. You have at least 3 years of experience in marketing and business development. You have deep and full understanding of digital marketing strategy and social media and community management. Furthermore you are experienced in affiliate marketing. You have excellent analytical skills and the ability to synthesise large amounts of data and information. You are fluent in English and master the Italian, French or Spanish language as well.

Reports to:

Marketing Manager

Salary:

Negotiable

Job type:

Permanent

Benefits:

Our client is offering a challenging opportunity in a high paced environment, where people with passion for fashion work together in achieving common goals. Our client gives you the chance to contribute to the growth of their international well known brands, in an informal environment, with a competitive remuneration packages.