

Détail de l'offre : E-COMMERCE MANAGER

Recruteur	BeThe1
Référence	20C1600788414
Titre de l'offre	E-COMMERCE MANAGER
Description de la mission	Reporting to the General manager and working closely with the Marketing Director, you: - Drive eCommerce strategy including customers acquisition, product launch campaign, promotion campaign, eChannel analysis, and CRM. - Drive and improve marketing initiatives such as emailing, SEO, SEM, paid search, display to support traffic growth, conversion, and retention of customers. - Develop eMarketing strategies with the support of the marketing team including trade marketing via several market places, eCommerce campaign planning, digital media and social media campaign in order to build up brand awareness and drive traffic on eCommerce website. - Continuously support technical implementation, flow, design and maintenance of the platform through regular testing and website content updating to increase conversion and basket size. - Ensure thorough sales analysis to recommend and optimize product assortment and stock management. - Select, manage and challenge best service providers / agencies in order to optimize budget and outcomes. - Ensure excellent daily operation of eCommerce business activities and work closely with logistic center, warehouse, and other internal functions. Fonctions : [créatif] ergonomie web, [commercial] vente e-commerce, [communication] webmaster, [marketing] trade marketer, affiliation, merchandising e-commerce, SEO&SEM, traffic management, community management, digital marketing, CRM, Produits : [beauté] produits de soin, Secteur d'activité : [industrie - fabricant] beauté
Type de contrat	CDI
Télétravail	Non spécifié
Client	BeThe1 pour LUXURY COSMETIC BRAND
Description de la société	Our client, a luxury cosmetic brand with an international footprint and ambitious development strategy is looking for an experienced: E-COMMERCE MANAGER (Position based in Paris) Paris (75) Array
Localisation	
Pays	
Description du profil	- You have 5 years minimum working experience in digital strategy and eCommerce B2C, ideally for cosmetics or luxury goods. - You possess excellent knowledge of eCommerce development strategies, webmarketing tools and analytics (platform, social media, SEM/SEA/SEO.) - You are both a structured and agile person in order to perform in a small but well organised and entrepreneurial environment. - You are rigorous yet able to think "out of the box". - You can work in French and English. Années d'expérience : 5 à 10 Langues : français (usage professionnel), anglais (usage professionnel), Comment postuler à ce poste ?

(Accès direct sur :

<http://www.bethe1.com/fr/home/offres-emploi/luxury-cosmetic-brand-ecommerce-manager-5640>)

2. Dans l'offre, postulez en cliquant sur "Je suis candidat(e) pour ce poste"

3. Enregistrez votre profil et votre lettre de motivation

4. L'employeur ou un consultant de BeThe1 pourra ainsi vous sélectionner et vous contacter !

Attention ! L'employeur a mandaté BeThe1 pour ce poste.

Merci d'envoyer votre candidature uniquement à BeThe1.

Expérience Expérimenté (3-10 ans)

Profil

Secteur Luxe