

## Platform Marketing Manager (m/w/x)

The Platform Marketing Manager is responsible for the seller account of a company on the platform. He is responsible for topics such as FBA and FBM and identifies optimization potentials on the respective marketplace in order to achieve a sales increase for the company.

### Tasks:

- Development, implementation and controlling of the performance of all online marketing activities
- Ongoing analysis, testing and evaluation of new marketing instruments in Europe
- Increase the online marketing performance of the company
- Increase of the Return on Marketing Invest of the company
- Increase of the online market share of the company
- Development and implementation of online marketing strategies
- International coordination of the company's online marketing activities
- Implementation and control of online marketing campaigns

### Qualifications:

- Successfully completed studies in marketing or a comparable course of studies
- 3-5 years experience in a comparable marketing manager function, preferably in the management of online marketplaces. Sound experience with online marketplaces required.
- Confident appearance, analytical thinking and understanding of complex interrelationships
- High contact and communication skills, positive charisma
- Negotiation and presentation skills
- Ability to work in a team and self-reliant, independent and structured way of working
- Very good knowledge of English, other foreign languages such as French or Spanish desirable

Salary recommendation: € 45.000 – 55.000 p.a. (depending on location and experience)

*Status May 2019*

**Would you like to know more? This is a sample job advertisement. We are happy to help you with your individual offer.** Please send us an e-mail to [info@digilents.com](mailto:info@digilents.com)

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**Digilents is the personnel consultancy for e-commerce and digitisation.** Here at Digilents we combine personnel consulting and recruiting of specialists and executives in e-commerce and digitisation environments for multinational corporations, medium-sized companies and family businesses. We cover the exponentially increased demand for e-commerce professionals - Chief Digital Officer, SEO and SEA experts, shop managers, e-commerce executives or experienced e-commerce employees and innovative online professionals. For companies, we are the first point of contact for open positions - even before classic headhunters or job portals. We have a great network and sound knowledge of change management and transformational leadership. Close cooperation with our partners and candidates makes us successful. We can quickly, efficiently and precisely network the right people and take individual care of the professional and cultural fit.

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