

## Junior E-commerce marketing manager

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Company: Sephora Polska Sp. z o.o.

Location: Poland

Category: other-general

### Position

Junior E-commerce marketing manager

### Profile

We are seeking a motivated and talented individual to join our team as a Junior Performance Marketing Manager. In this role, you will be responsible for SEA campaigns through the agency in cooperation with local teams in Poland, Czechia, and the central team in France. You will be also in charge of the whole process of planning, executing and reporting trade marketing campaigns, which include other channels like retargeting and paid social. This role includes supporting other team members and other teams with performance marketing activities, involving reporting and invoicing.

### The role will cover three fields:

Maximizing the effectiveness of SEM and paid social campaigns in cooperation with external agencies.

Running multi-channel campaigns in various channels (like display retargeting) on Polish and Czech markets - cooperation with retargeters and other types of publishers.

Supporting other e-commerce team members in ongoing tasks related to performance marketing. The team is based in Poland and Czechia, this role involves also cooperation with the Headquarter in Paris

### Requirements

### Skills and Experience

Experience in sales campaigns, you need to be able to work with ease on COS, ROAS, CPA,

CPI metrics.

At least 1 year of experience in e-commerce campaigns in Google Ads. The job involves working with third-party agencies, so it is essential that your knowledge is up-to-date and at a high level to be able to partner with them, but also to challenge them when needed.

Experience working with product feeds.

Familiarity with GA4's E-commerce functionalities

Good MS Excel and MS Power Point skills

### **Would be a plus**

Experience in working with other online marketing channels, like paid social, SEO, retargeters, affiliate networks, price comparison sites, and discount sites

Experience in campaigns aimed at leveraging mobile applications KPIs'

GA4 skills

Experience in platforms and tools: Bing Ads, Seznam, Google Data Studio (Looker Studio), feed management tools, project work tools

Familiarity with beauty-related topics would be also considered as valuable asset

### **Attitude**

Personal culture and interpersonal skills, effective in time-management, autonomy in action and ability to work in a team, in a rapidly changing environment

Ability to think critically and logically, turn knowledge into practice

Fluency in Polish, and English – enough to a degree that allows free communication with agencies and teams abroad

Willingness to work in a hybrid model (preferred) in a B2B model

### **Your responsibilities**

Execution of sales KPIs

Optimization of SEA (Google Ads, Bing) and social campaigns, building a business relationship with an external agency - setting goals, monitoring activities, reporting results and drawing conclusions

Responsibility for running multi-channel campaigns - beyond SEM and Social, involving cooperation with retargeters and other partners

Collaboration with other teams on ongoing tasks, including teams working abroad

Controlling costs and media budget

Running A/B tests and conversion tests

Recommending changes based on ongoing analysis of results

## What we offer:

B2B contract

Work in an international company in the beauty industry

Gaining experience in running campaigns on international markets

Real impact on the implementation of your ideas

Access to paid web analytics tools

Opportunity to expand knowledge through participation in industry conferences

Flexible working hours (we start between 8 and 10)

Co-financing for the Multisport card and other benefits in cafeteria system

Private medical care

Opportunity to participate in workshops in the beauty industry

Joint integration outings, several company events

Working in Polish 60%, English 40%

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