



Online Marketing Manager (SEM) Russia (m/f)

Über bonprix

Wir sind ein international erfolgreicher Modeanbieter und in 30 Ländern weltweit vertreten. bonprix zählt zu den Top E-Commerce Unternehmen in Europa und ist eines der umsatzstärksten Unternehmen der Otto Group. Wir beschäftigen rund 4000 Mitarbeiter und bieten durch unser Geschäftsmodell, unsere Innovationsfähigkeit und das internationale Wachstum beste Karrierechancen.

We are an internationally successful fashion brand operating in 29 countries across the globe. bonprix is one of Europe's top e-commerce enterprises and one of the best-performing companies of the otto group. We have about 3,000 employees and offer excellent career opportunities due to our business model, our innovative capabilities, and our international growth.

Was Dich erwartet:

- You will be issued an unlimited employment contract and become part of a steadily growing performance marketing team of 60 talented colleagues: you can actively shape our business, experience our spirit, our drive, and our decisiveness
- You are responsible for the conceptualization, control, analysis, and optimization of the Russian SEM campaigns in Google and Yandex
- You take on the control and implementation of SEM campaigns, under consideration of budget and target requirements
- Your responsibilities also include continuous optimization of processes regarding key word development, texts/creative content, landing pages, and bidding
- You enjoy developing and implementing a "best in class" Yandex strategy and a control concept
- Another task is continuous market observation of trends, tools, and betas for identifying growth potential in SEM
- You are also charged with preparing and presenting results, reports, and analyses

Was Du mitbringen solltest:

- The foundation of your profile is a successfully completed commercial education or a completed university degree
- You speak Russian at a high level of fluency and also have excellent language skills in German or English
- You have at least 2 years professional experience in the field of SEM
- You have comprehensive skills in dealing with the tools and technologies used in the SEM context (tracking, landing page optimization, Adwords Editor, bid management)
- You have strong skills in working with numbers and enjoy finding analytical connections
- You are known for your excellent communication skills and team orientation, as well as organizational talent
- Your profile is completed by the confident use of MS Office, particularly Excel

Das bieten wir Dir:

- **Work-Life-Balance:** 37,5 Stundenwoche, Gleitzeit und 30 Tage Urlaub
- **Attraktive Arbeitgeberleistungen:** Zuschuss zur HVV Proficard, 15% Mitarbeiterabbatt in vielen Konzernfirmen sowie Weihnachts- und Urlaubsgeld
- **Agiles Arbeitsumfeld:** Coworking Spaces, mobiles Arbeiten und agile Arbeitsmethoden
- **Zusätzliche Benefits:** 3 Kantinen auf dem Campus, Fitnesslounge, Fuhrpark, Paketshop und ein Parkhaus
- **Offene Unternehmenskultur:** unkompliziertes Miteinander und eine Duz-Kultur auf allen Hierarchieebenen

Bitte bewirb Dich online mit Bezug auf die Job-ID 00819304. Wir freuen uns auf Deine Bewerbung! Solltest Du weitere Fragen zu dem Stellenprofil oder zu den Anforderungen haben, freuen wir uns Dir behilflich sein zu können. Bitte wende Dich dazu an Deinen zuständigen Ansprechpartner, ,

bonprix Handelsgesellschaft mbH, Personalabteilung, ,

Haldesdorfer Straße 61, 22179 Hamburg

oder per E-Mail an: personal@bonprix.net