

Manager E-commerce Performance Marketing Jobs in Dubai

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Company: PUMA

Location: , Dubai, United Arab Emirates

Category: other-general

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Description:

The Performance Marketing Manager E-commerce will be an integral part of the new E-commerce team, which is responsible for PUMA's new website that contains brand and commercial parts in one platform.

Job Responsibilities:

Lead and develop digital marketing for eCommerce and retail stores in UAE with a focus on efficient revenue growth within the global framework

Challenge given structures, identify inefficiencies and lead the expansion and optimization of the digital marketing setup to bring it to the next level

Connect Retail and eCom processes to provide a unified brand experience and connect commercial channels with Social Media and Brand Marketing

Establish a process landscape which allows to efficiently set and track consumer demographics, segmentations and buying behavior to drive targeted campaigns

Job Requirements:

5+ years of professional experience in managing digital marketing for retail eCommerce

Degree Educated (Marketing is a plus)

3-5 years experience managing some or all of the key marketing programs in E-commerce, direct marketing or multi-channel retail environment

Strong communication skills in English (Arabic is a plus)

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