

United Arab Emirates Jobs Expertini®

Regional eCommerce Search Manager | the LEGO Group Dubai

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Company: the LEGO Group

Location: dubai

Category: other-general

Regional eCommerce Search Manager | the LEGO Group Dubai

We are the LEGO Group, the company behind the world's most loved LEGO bricks. Our brand name derived from the two Danish words Leg Godt, which mean "Play Well".

Do you have eCommerce deep in your blood? Do you have a passion and a great understanding of platform marketing? Is innovation your North Star in providing eCommerce shopper journeys with best-in-class brand experience?

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Core Responsibilities

Platform Marketing / Paid Search

Create and own the Retail Media Search strategy for the CEEMEA region and lead the execution in selected markets.

Drive commercial growth through sponsored/paid marketing levers with a primary focus on Amazon Search and similar platforms on the markets.

Create, develop and optimize search campaigns across the platforms.

Forge strong functional working relationships with B2B eCommerce partners and external vendors.

Educate collaborators on the value of search, to raise the overall knowledge of the organisation and create excitement towards the opportunities.

SEO

Oversight of regional SEO strategies, including agency partners.

Use existing global solutions and external vendors to build efficient SEO workflows for the CEEMEA region.

Ensure that SEO is efficiently embedded into content distribution flow across B2B eCommerce platforms.

Conduct keyword research and deliver insights on search behaviour that inform the content optimisation process.

Do you have what it takes?

Experience in eCommerce, search and/or other marketing fields ideally from a premium consumer brand or digital agency.

Proven knowledge of eCommerce retail landscape and its dynamics and track record of activities across the shopper conversion funnel.

Understanding of eCommerce retailers and shoppers needs

Analytical skills and proven data driven approach. Ability to work with data & insights and translate them into digital campaigns and activations.

Experience with a variety of MarTech and Platform Marketing solutions.#J-18808-Ljbffr

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