



Performance Marketing Manager

for fashion/childrenswear company with a strong and rapidly growing global platform

Molo is an innovative and dynamic company, where we offer a straightforward and strong corporate culture characterised by humour, enthusiasm, openness, and professionalism. Molo has, over its lifespan, been through a gripping development process and has achieved success on all levels now heavily expanding its international platform by offering high-quality and sustainable fashion for kids. Molo is sold in 750 leading specialty shops, webshops and department stores worldwide – among others Neimann Marcus, Galeries Lafayette, MyTheresa.com, Ssense.com, Brownsfashion.com.

Molo has just moved into a renovated spacious headquarter in the heart of the Nordvest neighbourhood of Copenhagen.

THE POSITION

As our Performance Marketing Manager, you will play a key role in accelerating our strong international eCommerce growth. Molo is already available in all EU countries, including 4 country-specific sites, and shortly we will expand further with a dedicated new US webshop.

You will be responsible for creating, developing, and executing innovative strategies across paid media channels. Main focus on Google Ads and paid SoMe. As a driving force in reaching our goals, you master Analytics and internal analytic tools to realise conversion targets, new customer growth, turnover and profitability.

You will be responsible for both paid performance-driven advertising as well as driving brand awareness in key markets.

You will be part of our growing online team supporting our growth on both our own and important wholesale customers' platforms. Here you will team up with great colleagues from Sales, eCommerce, IT, Marketing, and Data Insights.

RESPONSIBILITY

The Performance Marketing Manager will be reporting to the company's CEO and the overall responsibilities are:

- Setting up, manage and optimise paid search activities/campaigns & paid ads across all digital platforms
- Responsible for channel analysis and performance optimisation across markets
- Responsible for channel reporting set up and maintenance from e.g. Google Analytics, Google Data Studio, PowerBi
- Manage and prioritize SEO across markets
- Take ownership over budgets and optimal allocation thereof
- Continuously seek new opportunities to accelerate growth and increase cost-efficiency
- Use a data-driven approach to manage campaigns and derive insights on strategy and performance
- Drive an always-on 'test & learn' framework, continuously run experiments

ABOUT YOU

As a person you are proactive, positive, has the will to win and a strong passion for digital marketing, marketing technologies, eCommerce, learning and analytics. You have an analytical mindset, good project management skills and you enjoy juggling various projects and deadlines simultaneously. You have a solid commercial understanding, which enables you to prioritise among different assignments and you are a strong team player.

Main competences:

- You are looking for a place where you can create a real impact by taking full ownership over your function and help us expand internationally
- +4 years' experience in performance marketing
- Strong hands-on experience with Google Ads, SoMe Campaigns, Google Analytics & SEO
- Strong analytical ability
- Higher educational level within the field of digital marketing
- High levels of integrity, autonomy, and self-motivation
- Fluency in a Nordic language and excellent level of business English

GREAT OPPORTUNITY FOR THE RIGHT ONE

This is an attractive opportunity for the right person to get their foot inside an extremely exciting and professional fashion company with a very positive working environment and with the opportunity to make your mark on our further international expansion.

APPLICATION

UnikRecruitment assists Molo in the recruitment process. No knowledge of the identity of the candidate will be given to Molo without his or her prior acceptance.

For further information on this vacancy, please contact Michael Kjærgaard, UnikRecruitment at phone no. **+45 2222 4000** or email **mk@unikrecruitment.dk**. We look forward to receiving your application and CV for this job in English.

Closing date for application is ASAP.

Molo