

**Drive  
the  
difference.**

**Do you share our passion for e-bikes?**

Since 2009, MyStromer AG has been developing and selling innovative e-bikes worldwide. Our products are characterized by design, lifestyle and an unrivalled driving experience and have won world-famous prizes. myStromer AG lives innovation, passion and authenticity.

**We are immediately looking for a**

**Manager e-commerce – Full time 100%**

**Daily activities / Responsibilities:**

- Implement and lead the Project e-commerce shopify in 2022
- Achieving e-commerce sales budget and margin
- Responsible for the B2B and B2C shop in terms of updating products, special sales offers, overview performance
- Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting
- Develop and implement ecommerce strategy in order to improve website performance
- Work with the marketing team or manage digital marketers in order to improve quality and traffic acquisition
- Research market in order to discover new trends and technologies in order to improve website performance
- Analyse various data in order to deliver data driven strategies in order to deliver top performance and achieve kpis
- Oversee or directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media
- Devising strategies that harness sales-related insights, prevailing standards, and novel developments to encourage sales in our online store.
- Creating promotional offers and checking to see that these are uploaded precisely.
- Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies.
- Examining sales-related metrics to inform restocks.
- Reporting on the utility of existing and novel strategies.
- Report on performance

**What we ask for:**

- You have a degree in marketing management, business, information systems or similar
- A degree in a relevant sales qualification is an advantage
- At least 3 years of experience in a similar role
- Experience managing b2b, b2c, D2C sites
- Experience developing and overseeing digital sales/marketing strategies
- Excellent understanding of web design and web analysis
- Strong marketing and tech background
- Understanding and experience in, UX, Adobe Photoshop, InDesign, shopify, magento and Google Analytics
- Knowledge of digital marketing channels such as PPC ,SEO, Social Media Display and affiliate marketing channels
- Knowledge of Attribution modelling, website speed optimisation, A/B testing, conversion management, sales journey optimisation, traffic analysis and reporting tools

- Degree in marketing management, business, information systems, or similar.
- Completion of a pertinent sales qualification is preferred.
- Demonstrable track record of devising sales-enhancing strategies.
- Unmatched supervision, research, and troubleshooting skills.
- Exceptional consulting and quality assurance abilities.
- Ability to tackle the demands of ever-evolving technological implements with ease.
- Language business fluent in German and English, French and or Dutch a plus

**Your personal characteristics:**

- Fascinated by technic
- Independent, demanding and dynamic
- Reliable and accurate working style
- Flexible and efficient approach. Ready to push the extra mile.
- Team oriented
- Resilient and solution-oriented

Have we raised your interest? Then we look forward to receiving your application letter + CV (including salary indication) in English by e-mail at [jobs@stromerbike.com](mailto:jobs@stromerbike.com).

If you have any questions, please do not hesitate to contact Ms. Isabelle Steiner, Business Partner HR, on Mondays, Tuesdays and Thursdays throughout the day at +41 31 848 23 60.