



## Digital Advertising Specialist

**POC is a Swedish company with the strong mission to do the best we can to possibly save lives and to reduce the consequences of accidents for gravity sports athletes and cyclists.**

The Digital Advertising Specialist is an important position in the management and execution of POC's customer acquisition and E-Commerce performance. Candidates for this position need to have a deep understanding of consumer online engagement and revenue optimization strategies. This employee will be responsible for the day to day management, analysis and optimization recommendations for the POC Central Europe customer acquisition outreach. The Digital Advertising Specialist must be able to compile, analyze and draw conclusions in real-time to drive improved efficiency in performance KPIs. A strong understanding of direct-response advertising trends and technologies especially in the field of Social-Media- and E-Mail-Marketing will be critical in the success of this position.

### PRIMARY RESPONSIBILITIES:

#### Customer Acquisitions:

- Ownership of day-to-day management of performance driven customer acquisition outreach across all major channels: Search, Social Media, Video, Mobile, E-Mail, a.s.o.
- Leverage third-party marketing technologies to improve campaign decision making
- Evaluate channel/tactic performance and present optimization recommendations: Conversion Rate, CTR/VTR, ROAS, Cost-per-acquisition, Live time customer value
- Implement an A|B testing approach to gain greater insight into customer acquisition strategies and tactics
- Partner with Merchandising and Analytics Specialist to ensure connectivity between web content and customer acquisition strategies
- Identify traffic and conversion trends buy channel, product line and campaign
- Coordinate with Marketing Group on necessary assets for advertising outreach to effectively promote key product stories
- Evaluate trends in ecommerce advertising and vet potential partnerships to increase POC's strategic sophistication

### POSITION REQUIREMENTS:

- Digital native with a Bachelor's degree or profound knowledge in (Digital-)Marketing, Business Administration and E-Commerce
- Experience with Digital Advertising, Social Media and multi-variate testing (analytics)
- Interest and capacity to learn the sports market and its products, ideally already having great interest and knowledge about skiing and cycling
- Fluent in English and German, any additional language skills (French, Swedish) are a welcome

### OUR OFFERING:

- Being part of developing a strong E-Commerce business for a global player in the skiing, cycling and lifestyle industry
- Substantial degree of personal responsibility
- International environment, young team and vivid atmosphere

**If interested, please send us your complete application documents (including CV, photo, certificates) preferably by e-mail.**

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