

# BURTON



For our European headquarters in Innsbruck we are currently looking for a

## Digital Marketing SEO/SEM Specialist

Reporting to the Digital Marketing Manager, you will support all marketing departments with regular reports, ad-hoc analysis and project assistance. You will own the European Google Analytics account, as well as SEO and SEM strategy, driving traffic growth and conversion with an external partner. As champion for our European database, you will collaborate with Marketing, DTC, IT and tech development teams to grow our customer base.

### WHAT DO WE EXPECT OF YOU?

- Own reporting of all regional performance marketing including actionable data and analysis
- Manage regional Google Analytics 360 account, liaise with US headquarter and Google Analytics Pros
- Manage the relationship with our SEO/SEM agency, including budget planning and reporting
- Coordinate and oversee technical implementations of SEO/SEM
- Help define strategy and growth KPIs, elevate SEO/SEM returns
- Support 360° implementation of the new database under the respect of EU GDPR laws
- Support and assist IT and marketing departements with database maintenance

### WHAT SHOULD YOU BRING WITH YOU?

- Bachelor or Masters degree in Business, Statistics, Digital Marketing or similar
- Advanced Google Analytics skills, including account setup
- Google Ads Certification and proven experience in SEO/SEM campaign management, including budgeting and reporting
- Proven knowledge of web analytics tools (e.g. Moz, Looker) and excellent Excel skills, database experience (Salesforce, SAP) is a plus
- Fluency in English, further language skills are a plus

### WHAT IS IN IT FOR YOU?

- A strategic position at the global market leader in the snowboard & mountain lifestyle industry
- Very good team spirit, flat hierarchies, shared outdoor activities
- Working as part of a multinational team, located in the heart of the Alps
- Competitive, rewarding compensation package, depending on your qualifications and experience min. gross € 35.000 p.a.

Are you the right candidate?

Send your application to [jobs@burton.at](mailto:jobs@burton.at) and join the Burton Family.