

# MARIA GALLAND

## PARIS

**BEAUTY NEEDS PERSONALITY, TALENT AND KNOW-HOW.**

**MARIA GALLAND PARIS IS A WORLDWIDE SUCCESSFUL COMPANY GROUP IN THE PROFESSIONAL COSMETICS. START A NEW CHAPTER IN YOUR CAREER BY JOINING MARIA GALLAND PARIS AND BECOME A PART OF THIS SUCCESS.**

**TO STRENGTHEN OUR TEAM AND REINFORCE OUR DIGITAL TRANSFORMATION, WE ARE CURRENTLY LOOKING FOR A MOTIVATED, FULL TIME**

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## DIGITAL MARKETING MANAGER M/F MARKETING INTERNATIONAL

In a direct cooperation with the International Marketing Manager, the Digital Marketing Manager (M/F) will play a key and central role in the omnichannel digital environment of the brand and deploy its digital transformation across the entire organization and on the leading markets.

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### YOUR RESPONSIBILITIES

- In close collaboration with a digital communication agency, analyze the digital environment of the professional skincare market, create a relevant and consistent digital marketing plan
- Improve digital UX and retention in both B2B and B2C channels to support high-return customer experience, grow drive-to-store activity, engage loyalty and boost new customers' acquisition
- Analyze UX across physical and digital channels / touch points and determine potential improvements, care for excellence in their execution
- Set-up of on-line sales strategy, drive and maximize sales within the e-commerce channel
- Leverage on all digital marketing initiatives to promote user-generated social media content, execute and analyze programs, harmonize initiatives, bring improvements
- Collaborate with cross-functional partners in marketing, sales, education and finance
- Negotiate budgets, set goals and KPIs, monitor and report on performance, manage timelines and prioritization, update regularly to management

### YOUR EDUCATION

- Graduated from business school (option: marketing, digital, commerce, Master 1 or Master 2)

### YOUR STRENGTHS

- Enthusiastic and passionate
- Proactive and taking easily initiative
- Good editorial capacity
- Minimum 3 years of digital marketing experience
- Understands premium and luxury markets in the digital space
- Good knowledge of digital, ecommerce and social media practices
- International environment
- Fluent in English and French, German is a plus
- Full time job, based in Paris

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**PLEASE SEND YOUR APPLICATION TO:**

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**L'ÉNERGIE DE LA BEAUTÉ**