

Digital Director

Berlin, Germany

Libratone was founded on a big idea – to free sound. We are now on the verge of transforming our business to become more digital focused across our whole organisation. For this journey, we are looking for some of the best, most passionate and dedicated colleagues to join us.

Our headquarter is located in Copenhagen, Denmark and we have colleagues in many parts of the world incl. the UK, the Netherlands, US, China, Japan and Germany.

We are looking for an experienced **Digital Director** to translate Libratone's marketing and sales efforts into a cohesive digital cross-channel strategy, with strong focus on eCommerce.

Main Tasks and Responsibilities:

- Oversee a team of three (eCommerce manager, Digital Business Analyst, Web/IT developer)
- Define and implement the company's digital strategy within budget requirements
- Set specific digital objectives and monitor progress
- Ensure smooth operation of all digital touch-points (e.g. eCommerce, website, webshop, digital media, blog and social media)
- Oversee digital projects e.g. implementation of webshop, digital/social product launches
- Lead company's eCommerce efforts from scouting the right local eTailers, through implementation of product catalog setup and daily conversion optimisation
- Closely work with the eCommerce manager and Key Account Manager on best-in-class execution on Amazon
- Oversee digital media planning incl. video, social media, display and SEM
- Analyze and optimize SEO and digital content performance
- Generate innovative ideas to increase web traffic
- Train internal teams to use digital technologies
- Suggest new optimization methods to improve customer experience
- Ensure web best practices are met

We expect:

- Digital native with a proven work experience across a multitude of digital channels
- Deep understanding of eCommerce (incl. Amazon), media planning and hands-on optimization
- Solid experience with online marketing tools and web-based technologies
- Hands on experience with SEO and content optimization
- Experience in all phases of paid media planning and execution (incl SEM)
- Understanding of digital and social CRM
- Familiarity with Google Analytics
- Excellent interpersonal and team management skills
- Strong analytical skills
- Fluent in English and German a plus

Our ideal candidate should be able to collaborate with different teams, locally and remotely, to ensure brand consistency. As a Digital Director, you should demonstrate excellent digital skills combined with knowledge of the latest marketing techniques, a solid understanding of eCommerce, media planning and hands-on optimization. Ultimately, you should be able to plan and deliver an effective digital strategy to achieve our business goals.

The Digital Director will be based in our Berlin office and report to the CMO with dotted line into Sales.

Next steps:

Send your application in English to:

Lea Houben - lea@talntd.net

Please do not hesitate to reach out with any questions.

Strictly no recruitment agencies.



LIBRATONE