



LANDQUART FASHION OUTLET

Would you like to work with the best known, national and international brands? Landquart Fashion Outlet - the successful premium outlet village in Graubünden/Grisons with over 160 brands, offers their guests an extraordinary shopping experience and their employees an unique, interesting and enriching working atmosphere.

To support the centre management, the team is looking for a

DIGITAL MARKETING SPECIALIST

100% (f/m)

YOUR TASKS

In this function, you are a member of the centre management team in Landquart Fashion Outlet and will work in the Marketing team. As Digital Marketing Specialist, you are responsible for developing and implementing marketing strategies for the website, social media and Landquart Fashion Club of Landquart Fashion Outlet.

This includes designing assets, creating content, managing regular posts, responding to followers on social media platforms, creating newsletters, evolving the loyalty program and keeping the website and blog up to date. In addition, you stay at the leading edge of industry trends, in order to create with the team an online marketing strategy that generates inbound leads, gains followers/Landquart Fashion Club Members and creates a positive image for Landquart Fashion Outlet.

You will analyse website traffic, loyalty program usage and campaign ROI using tools such as GA and use analytics to better understand consumer behaviour and to target and optimise future campaigns as needed.

YOUR PROFILE

This job requires a commercial qualification or similar business education and professional experience in digital marketing and CRM. First hands on experience in using social media monitoring tools (Radian6, transferable skills from other platforms like Brandtology, Socialbaker, Hootsuite, SM2) is required. Additional knowledge of Adobe CC Suite including Illustrator, Photoshop and InDesign as well as an understanding and usage of programming languages such as HTML5, CSS, and/or JavaScript is requested.

To be effective as CRM specialist creativity and a sharp, detail-oriented, analytical approach to problems is required.

Fluent in spoken and written German and English is necessary. French and/or Italian is a plus. You have strong digital skills and a flexible, independent, accurate and forward-looking work approach is one of your strengths. You are passionate about premium fashion and you love to communicate in a fresh, authentic way. This position also requires a high degree of overview,

initiative, coordination and deadline maintenance. Excellent team-player, persuasive skills and outstanding communication a professional approach complete your profile.

OUR BENEFIT

We offer you an exciting, very diverse and responsible activity in an international and dynamic work environment. You are supported by a highly motivated and dedicated team.

If we have aroused your interest, we look forward to receiving your application.

Send your application with your earliest date of entry to:

Mathias Bommer
Landquart Fashion Outlet
Tardisstrasse 20a
7302 Landquart
info@landquartfashionoutlet.ch