



## Ergotron – About the company

Ergotron, Inc. is a global company focused on designing and manufacturing kinetic work environments, so people can thrive as they work, learn and care for others. The way we interact with technology, collaborate with others and pursue our individual potential is changing. Ergotron supports this evolution with innovative solutions that eliminate constraint through movement in healthcare, education and general workspace environments.

The company has a 40-year history of innovation with more than 200 patents and a growing portfolio of award-winning brands. Ergotron is headquartered in Saint Paul, Minnesota, with a global sales and marketing presence in North America, Europe and Asia Pacific. All products are designed in the United States and manufactured in Ergotron's factory in China. Products include digital display mounting solutions, computer carts and charging solutions. For our EMEA headoffice in Amersfoort, the Netherlands, we are currently looking for an:

## eCommerce Marketer (Amersfoort)

Ergotron offers a challenging position in an international organization with growth ambitions. A company with top quality products, contributing to a productive and healthy workplace. Ergotron is a company with high ethical standards and passionate, supportive colleagues. A company that stimulates personal development where you will find the flexibility and healthy work-life balance you crave. We offer competitive compensation and benefits in a supportive business environment that is built around a promise: To move you – physically, emotionally and intellectually.

## The position

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In this position you will execute the eCommerce strategy. You will drive consistent and significant revenue growth and presence in our primary web-based sales channels, our e-tail partners and online sales platforms with digital marketing efforts. Your focus will be the EMEA region, being part of the global Ergotron eCommerce team.

## Responsibilities

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### eCommerce Strategy Execution

- Execute and support the eCommerce strategy across all products and services.
- Identify key e-tailers, build relationships and provide marketing support.
- Partner across all critical functions to align: sales, operations, finance and marketing for continued revenue growth and profitability.
- Facilitate global integration and alignment across regions.

### Performance digital marketing management

- Manage e-tail content optimization: visual asset management, image/video selection, on-site copywriting, translations management, content localization and review, PIM alignment.
- Manage e-tail advertising: marketing campaigns development and conceptualization, campaign performance optimization and management/ reporting.
- Manage Amazon marketing campaigns across defined EMEA regions.
- Execute inhouse digital marketing campaigns in collaboration with external agency.
- Identify and work across teams and with partners to execute UX and SEO opportunities to improve conversion rate, AOV, sales.
- Provide data analysis and insights to demonstrate return on advertising investment, growth and opportunities for growth.
- Manage multiple e-commerce platforms: e-tailers like Amazon and other online sales platforms – including setting the vision for the future, the path to get there, an execution plan, success metrics, etc.
- Additional duties as assigned.
- Support “Lean Business Enterprise” initiatives for continuous process improvement and waste elimination.

## Position Requirements

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- Middle Business or Marketing degree required;
- 3+ years of experience in digital marketing, digital acquisition. Proven success in growing e-commerce platforms such as Amazon and other multinational/local e-tailers.
- Proficient in English and Dutch language.
- Experience working with Google Analytics and more.
- Experience with CRM, Salesforce, PIM (product information system).
- Able to think strategically while executing and staying on top of operational details – proactive doer comfortable initiating conversations, projects and action.
- Passionate about consumer insights and how the data impacts the customer journey and experience.
- Strong writing and verbal communication skills, with the ability to present ideas and information clearly.
- Strong analytical skills, critical thinking, logical reasoning and data analysis.
- Sound end to end understanding of internet based commerce technologies, design, execution/operations and digital performance measurement.
- In depth understanding of customer acquisition and retention as related to e-commerce environments including organic and paid search, email, affiliate and referring partners as well as web analytics and tracking capabilities.
- Demonstrated ability to dynamically work with a cross functional team, closely working with marketing partners, technology providers, user experience and creative management.
- Operationally understand numbers and key metrics, thus leveraging data and analytics to drive insights. Must be able to establish reporting structures and communicate KPIs.
- Successfully operated in a fast paced corporate environment. Successfully demonstrated ability to deal with ambiguous situations, to multi-task, and to move from area of focus to another quickly—more entrepreneurial and fast moving.

## Interested?

If you want to make a difference and join an exciting company with growth ambitions and an international team then we would like to hear from you! Please send your CV and motivation in English to [hr.emea@ergotron.com](mailto:hr.emea@ergotron.com).

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