

Performance Marketing Specialist - Denmark

Join our Performance Team!

Are you experienced within one or multiple digital marketing disciplines and want to work with an market- leading and ambitious DTC-company where you can drive growth?

We are looking for a **specialist/generalist** who can own our email marketing (**HubSpot**), **marketing automation**, update our websites with digital content and assist our Performance Marketing Manager with daily campaign planning and execution on paid media/search platforms.

What you'll do

- Email Marketing & Lead Capture: Set up and optimize newsletters, automation flows, forms and popups using HubSpot and Sleeknote.
- Plan and book paid media in collaboration with our Performance Marketing Manager book and plan media campaigns, including TVC/CTV, print & radio.
- Develop our campaigns and platforms to meet ambitious ROAS- and growth targets.
- Analyze data and create reporting frameworks to drive growth, in collaboration with our Data Science student assistant and external agency partners.
- Stakeholder Support: Provide website- and digital content support to internal teams via Microsoft Teams support channels.
- Tracking/Data-management: Ensure tracking is correct across platforms in collaboration with external developers.
- Own and optimize the digital content execution process, ensuring campaigns go live on time on our websites.

Your profile

- Commercial profile with a strong focus on driving online conversions through performance marketing
- Experience from similar roles from either an agency or in-house position, within one or multiple performance marketing/growth marketing disciplines, ex. Paid media, paid search, email marketing/CRM, marketing automation, digital content optimization, media booking- and planning, etc.
- Knowledge of email marketing setup and workflows from a CRM-system is an advantage, preferably HubSpot or similar.
- Strong analytical skills and experience with creating frequent performance reports.
- Experience with Direct-to-Consumer marketing is an advantage.
- Experience with Tracking and Data-management is an advantage.

Salary & Benefits

- Competitive salary and benefits package based on previous experience.
- Work directly from Kompagnistræde, Copenhagen.
- WFH-days and flexible hours.
- High responsibility and impact on your role and its future direction.
- All tools required to be a great performance marketing specialist (software, own computer, etc.).
- Great catering with vegetarian options.

About JABS Group – Your future workplace?

We are the largest manufacturer of windows and doors in Europe, selling directly to consumers online. Our 700 employees are spread across offices in Denmark and Sweden, as well as our factories in Estonia, Poland and Romania.

As one of the pioneers in the European e-commerce market for windows and doors, we now operate in 11 countries serving customers across 16 online stores.

Ready to apply?

If you're excited about this opportunity and believe you'd be a great fit, we'd love to hear from you! Apply now with your resume, including a short paragraph with your experience. Please note that a motivated application isn't required