

# Growth Marketeer - Denmark

## Join our Performance Team!

Are you an experienced marketeer with a growth mindset, who wants to work with a market-leading, ambitious DTC-company selling windows and doors online across Europe?

We are looking for a specialist who can own our email marketing (HubSpot), marketing automation, update our websites with digital content and assist our Performance Marketing Manager with campaign execution and growth of all marketing initiatives.

## 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 campaigns**, including TVC/CTV, print and radio, in collaboration with our Performance Marketing Manager.
- **Grow/Develop** our campaigns and platforms to meet ambitious ROAS- and growth targets, in collaboration with external agencies.
- **Analyze data** and create reporting frameworks to drive growth, in collaboration with our Data Science student assistant and external agency partners.
- **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.
- **Stakeholder Support:** Provide website- and digital content support to internal teams via Microsoft Teams support channels.

## Your profile

- **Commercial profile** with a strong focus on driving online conversions through growth marketing.
- Experience with e-mail marketing, working with segments and workflows in a CRM-system (preferably HubSpot or similar).
- Experience with website content optimization and simple coding (HTML, CSS) is a benefit.
- Strong analytical skills and experience with creating frequent performance reports.
- Experience with **direct-to-consumer or e-commerce 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.
- All tools required to be a great performance marketing specialist (software, own computer, etc.).
- Great catering with vegetarian options.
- High responsibility and impact on your role and its future direction.

## 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.*