



Since 1975, Klättermusen has crafted durable outdoor clothing and backpacks. We are based in Jämtland in northern Sweden, where the wilderness next to the office is our inspiration for living and creating. We believe that how we make our products is as vital as the product itself and that's why we mainly use organic or recycled materials to minimise our footprint on the planet.

We have a vision of becoming the best brand in the world at making premium, high-quality performance products designed for global users, and in connecting them through real experiences.

Klättermusen is seeking to hire a dynamic, inspirational and enthusiastic digital marketing manager to join our Digital team as we focus our efforts on significantly expanding our online sales while increasing brand awareness.

Job Description:

As a Digital Marketing Manager at Klättermusen, the candidate will be responsible for the planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising, as well as maintaining our social media presence across all digital channels and measuring and reporting on the performance of all digital marketing campaigns.

The role is full time, based in Stockholm and reports to the Head of Digital.

Responsibilities:

- Plan and execute all digital marketing and influencer marketing including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Leverage analytics and metrics to identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies with Head of Digital
- Plan, execute, and measure experiments and conversion tests
- Overseeing and closely monitoring the digital marketing budget, ensuring the budget is effectively managed as we scale our programs
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners



Requirements

- 3-5 years working experience in digital marketing with a strong track record of creating successful and creative digital marketing campaigns
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns to drive traffic and customer acquisition
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, Hot Jar, Facebook Business Manager)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Experience with budgeting and forecasting
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Flexibility to travel as required
- Attention to detail
- Organization skills - Ability to prioritize & juggle multiple projects at once
- Business-level proficiency in written English communication
- BS/MS degree in digital marketing or a related field
- SEO copywriting experience is of merit

To apply, send your CV and cover letter to info@klattermusen.se with the subject “ Digital Marketing Manager”.