

Finnish speaking Digital Marketing Specialist for leading online educational toy store

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Company: Legeakademiet

Location: Hørsholm

Category: business-and-financial-operations

Join our expert team in Legeakademiet, where we are searching for a digital marketing specialist for our Finnish web shop - Leluakatemia.fi.

Legeakademiet is on the lookout for a new playmate, who is well-organized, fluent in Finnish, and eager to significantly enhance brand awareness for Legeakademiet/Leluakatemia in Finland.

Who are we?

Legeakademiet is an online toyshop focused on educational toys for children. Our mission is to facilitate learning through play. Our niche is centered around toys that are educational, that develop body and/or mind and are fun to play with. Toys that make it possible for children to be creative, imaginative, and work on important gross motor, fine motor, balance, and coordination skills.

Our dedication, unique approach, and passion for our mission have led to continuous growth over the past 19 years and, most importantly, thousands of satisfied customers. We operate international web shops in Norway, Sweden, Finland, Germany, and the Netherlands.

Who are you?

You are proactive, positive, and up to date with the latest e-commerce platforms, tools, and social media trends. You understand the power of social content in branding and engagement. You value process, precision, and stability and can maintain structure even on the busiest days. You are creative in strategizing for market penetration and have a love for data analysis.

We need your help with (amongst other things):

Providing input for optimizing and developing the shop to better suit “your” market.

Handling marketing tasks, including social media and influencer colabs, and planning campaigns and daily activities on Facebook, Instagram, newsletters, and YouTube etc.

Overseeing, executing, and leading social media strategy development in close collaboration with our marketing team.

Being responsible for content and SEO-optimized texts, including meta titles and product descriptions in Finnish.

Managing and overseeing translations.

We'll be thrilled if you have skills within:

Possess impeccable linguistic skills in Finnish.

Have experience in the e-commerce sector, including familiarity with Magento 2 and/or other e-com systems

Are proficient with SoMe and online marketing.

Understand the importance of data-driven decision-making and are keen on new technologies, AI, and market trends.

Have experience with Google Ads/Pmax, shopping ads, and a passion for staying informed about the latest in this area.

Are familiar with marketing tools such as Google Analytics, Google Search Console, Google

Ads, and Klaviyo.

Bring an innovative mindset and fresh marketing and PR ideas.

Recognize the value of teamwork in a small company environment, willing to assist with a range of tasks during our busiest seasons.

You will be based in our office in Hørsholm, close to Kokkedal train station, with a dedicated team of 20 colleagues in a cosy and welcoming atmosphere. While occasional remote work is possible, we prefer candidates who can work from our office.

The position requires a minimum of 20 hours per week, with a preference for full-time availability.

Application:

Start as soon as possible, so don't hesitate to send your application. We regularly call for interviews.

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