

RIMOWA



DIGITAL ACQUISITION MARKETING MANAGER

RIMOWA is a global leader in the premium luggage space. The brand, which was founded in 1898 revolutionized the travel industry in 1937 with its iconic aluminium trunk, and was the first company to produce suitcases made out of polycarbonate in 2000. Celebrating its 120th anniversary in 2018, RIMOWA continues to create suitcases for purposeful travellers, placing quality and innovation at its core. Its suitcases, which are designed and engineered in a RIMOWA owned factory in Germany, are the product of a unique manufacturing process that combines heritage and craftsmanship with the rigors of modern technology. RIMOWA was acquired by the LVMH Group in January 2017 and is headquartered in Cologne, Germany.

WHAT WE HAVE TO OFFER:

RIMOWA has a unique opportunity for a Digital Acquisition Marketing Manager to join the marketing team in NYC.

SUMMARY

RIMOWA is looking for a Digital Acquisition Marketing Manager to spearhead our paid strategy and support e-commerce in North America. This position will report directly to the Global E-Commerce & CRM Director, while collaborating with the US VP of Marketing and our media agency.

YOUR RESPONSIBILITIES:

Acquisition & Performance Marketing

- Lead the strategy, implementation and optimization efforts across Paid Search, Paid Social, Affiliates, and our Display network
- Define the objectives, goals, and KPIs across each media channel
- Test, learn, and optimize media plans for YoY efficiencies across CAC and ROAS via the channel mix, budget allocation, targeting, and creative assets
- Manage the day to day relationship with our paid media agency
- Identify website UX/design opportunities with the E-Commerce team to improve conversion rates on an ongoing basis
- Partner closely with the brand marketing team to review the marketing calendar, align on upper funnel plans, in order to design against lower funnel efforts
- Identify creative optimization opportunities across media assets and partner with the global brand marketing team to manage, develop, and implement assets

- Test new tactics and explore new vendors to optimize acquisition efforts

Tracking & Reporting

- Develop monthly report and analysis of all campaigns with results in partnership with the media agency
- Establish acquisition benchmarks for CAC, ROAS by channel and customer sales journey
- Manage and track budgets for all acquisition efforts

REQUIREMENTS

- Minimum of 5 years experience in a digital acquisition marketing role/performance marketing role
- Deep understanding of paid search, paid social, affiliates, and display
- Has managed an agency in the past
- Familiar with budget tracking
- Preferred experience in the retail or D2C industry
- Preferred experience in working with a global team
- Creative problem solver with a solutions-oriented mindset and the ability to identify challenges or obstacles ahead of time
- Impeccable attention to detail
- Strong written and verbal communications skills
- Embodies an innovative spirit and a can-do attitude
- Ability to multi-task, adapt, and pivot in an incredibly fast-moving environment
- Willingness to get into the weeds and be involved in not only strategy but end-to-end execution

