

Digital Marketing Designer til Puori ApS

Are you a graphic designer with a strong commercial understanding who enjoys having an impact on sales and seeing immediate results of your labour in real life?

Do you thrive in a fast-paced environment where you can flex your ability to test new directions at the blink of an eye yet in superb alignment with a strong brand DNA?

Want to work in a small, dynamic, Danish yet global company? Our ambition is to provide the purest and highest quality food supplements available in the market, while we help move the industry towards more transparency and cleaner products. Your main task is to create the visual content needed for our global D2C channels. Apart from strong growth rates on our own web shops across multiple countries we have a flourishing business on Amazon US that depend on a constant production of fresh and compelling visual assets founded in our strong CVI and 360 campaign approach.

The job

The main purpose of the job is to create a powerful and convincing digital presence for our D2C channels as part of the Digital D2C Team. To continue our strong growth, we must be agile and capable of frequent iterations and evolutions of our visual material whether that's online product presentation, in paid campaigns or in newsletters. This requires a strong ability to be creative yet consistent within the framework of our valued CVI as well as being able to align with B2B and offline campaign communication whenever that is called for.

The Digital Marketing Designer will report directly to our Chief Digital Officer.

Tasks and main responsibilities

The Digital Marketing Designer will be a key component of the successful Digital D2C Team as well as an important contributor in projects across the entire company. The primary responsibilities are:

- Adaptation and evolution of **product presentation material** for puori.com and Amazon
- Creation of compelling **visual assets for performance marketing** across multiple channels (Facebook/Instagram, Google, Amazon, Pinterest, display networks, etc.) as well as CRM/email communication
- Development of **visual website content** including landing pages to improve conversion rates and brand loyalty

Indrykningsdato

28.10.2021

Ansøgningsfrist

30.11.2021

Virksomhedsnavn

Puori ApS

Lokation

København K

Fagområde



Billede / Design / Multimedie

Angiv type af ansættelse

Fuldtid

Navn på kontaktperson

Office

Søgstilling

<https://www.jobindex.dk/ansoegninger/?source=jobtext>

- **Create powerful campaigns and communication** across all D2C digital touch points in collaboration with the rest of the digital team
- **Collaborate with marketing team** and brand designer for broader campaign development and to secure consistency and alignment

Your Profile

- You have a relevant educational background
- You have a couple of years professional experience in a similar function
- You are a confident user of Adobe CC (Photoshop, InDesign, Illustrator, After Effects and Premiere Pro)
- You have a strong commercial understanding and a knack for easy decodable communication that drives conversions
- Any experience with photography, videography or in motion-graphics will be considered a plus
- Understanding of and experience with UX development will be considered a plus
- You possess a profound clean aesthetic sense and highly developed design skills, demonstrated in your portfolio of recent works
- You take pride in being able to churn out multiple design directions and visual iterations within a short timespan
- You have a keen interest in healthy lifestyle
- You have an outgoing, positive and collaborative nature
- You are fluent in English, verbally and in writing

What we offer

- Full time job in Puori headquarters located in the beautiful city centre of Copenhagen
- Individual salary package, pension scheme and health insurance
- Strong focus on personal development and growth potential
- Lunch program
- Free training in our own gym
- Be a key part of an exciting international growth journey with an opportunity of having a great influence on the future direction
- Great colleagues and an inclusive social working environment

If interested please send application via below application button "**Apply online**".

We are looking forward hearing from you.

Apply online