



La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavors to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art.

For our Global Marketing Team located at our global headquarters in Volketswil (near Zurich) we are looking for a

## Global Web Manager

You report directly to the Global Senior Digital Operations Manager and have the overall responsibility for the maintenance and further development of La Prairie's fleet of 23 websites. In this function you manage, implement and constantly uphold the local and global website update process from top to bottom. You create, implement and manage QA/testing and feedback processes for those website updates and new functionalities. Moreover, you are responsible for streamlining the implementation of website merchandising, content integration and development to successful project completion. Providing strategic insights in user experience, customer journeys and merchandising strategies that is backed by analytics and is aligned with your Global Digital Marketing colleagues will assist in accelerating the performance of our websites.

### Your Responsibilities

- Prioritize tasks, schedule these including solving possible conflicts, and guide internal and external teams in their collaboration
- Manage operational tickets/tasks working within our customized Jira platform
- Support with resourcing and templating for new website and e-commerce projects, as well as global and local campaigns
- Support external partners when implementing necessary components of our SEO strategy
- Coordinate translations being managed via our Salesforce Commerce Cloud platform in conjunction with an external partner
- Contribute to weekly reporting around our website activities

### Your Qualification

- You hold a degree in marketing, digital marketing, economics, or similar
- 2 years of work experience in a similar role is required
- You bring sound knowledge of web services, technology platforms, and e-commerce platforms such as Salesforce Commerce Cloud
- You possess strong analytical and project management skills
- Very good communication skills and fluency in English is a must for this global function

**Start date:** As soon as possible

**Location:** Industriestrasse 8, 8604 Volketswil, ZH, Switzerland

**Interested:** If you are interested in a position in which you can unfold your skills, please send your full application to: Mrs. Weiji Stocker-Phung, [application@laprairiegroup.ch](mailto:application@laprairiegroup.ch), Ref: Global Web Manager

By submitting your application, you confirm that you have read and accepted our [Privacy Notice](http://www.laprairiegroup.ch/privacynotice-CH-en.pdf)

