

# Digital Marketing / Online Marketing (m/f) in Munich or London for the UK and/or Global English speaking market

PersonalNOVEL:

London office: Covent Garden

Munich office: Schwabing

PersonalNOVEL – personalised books and novels – the perfect gift!

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## ***Please note:***

***if any of these basic requirements do not fit, please do not send an application!***

- experience with the British and/or US e-commerce*
  - native English speaker or **outstanding** language skills orally and in writing*
  - a proven SEO-SEM record*
  - location in London area or Munich/Germany or willing to relocate*
  - working permit – (sorry, we cannot assist in obtaining one!)*
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## YOU are:

As (Digital) Marketing Specialist, your core tasks are:

- to set up new and manage existing affiliate programs
- to acquire new partners
- to acquire and manage new independent affiliates for PersonalNOVEL
- manage SEM activities (adwords...)
- manage SEO on- and offpage

You will have the ultimate responsibility for managing and acquiring publishers within the business, managing the day-to-day aspects of program execution and designing the overall strategy for growing our revenue.

## Responsibilities

- Analysing the UK and US gift market (online primarily)
- Planning, developing and managing our affiliate platform for the national markets
- Identifying and establishing contacts in the UK and US concerning the online gift market and related online opportunities

# Desired Skills & Experience

- Strong and proven experience in e-commerce affiliate and online marketing – at least a few months
- Marketing / Sales / Business Education background
- Great entrepreneurial skills
- Excellent network in e-commerce (gift market desirable)
- Equivalent network
- British English fluent and flawless in speaking and writing
- Good communication skills
- Great negotiator

## WE are

PersonalNOVEL, [www.personalnovel.de](http://www.personalnovel.de), [www.personalnovel.com](http://www.personalnovel.com), [www.personalnovel.co.uk](http://www.personalnovel.co.uk), is the publishing house for personalized books and novels with the largest product line worldwide comprising more than 200 personalisable novels in German and English, and approximately 50 children's and picture books with various possibilities of individualization.

The number of products and their specific applications underline the claim to being #1 in innovation and confirm the market leadership.

Founded in 2003, PersonalNOVEL is still a 100% owner-operated company without external participation. To date, PersonalNOVEL is the unabridged dominating market leader for personalised literature in the German speaking market.

Since its beginning, PersonalNOVEL has been the subject of a large number of features in all relevant media – TV, print, radio, online – due to its then unique business idea.

Particular attention is paid to cooperation with big partners that venture on a sensitive product like PersonalNOVEL and recognise its potential despite their claim to reach the largest possible target groups. Thus, successful cooperation has been established, for instance, with big German retailers, national TV stations and to major ecommerce sites..

## WHAT WE OFFER

- Entrepreneurial challenge
- Performance oriented salary
- Proven business concept in Germany
- Truly emotional product

# Additional Information

Type:	Full-time
Experience:	Intermediate / Senior level
Functions:	Business Development, Sales, Marketing
Industries:	Media Production, Publishing, Internet
Compensation:	Fair annual salary, plus bonus
Referral Bonus:	Based on performance

Are you interested?

Please send your application to: [application@personalnovel.com](mailto:application@personalnovel.com)  
Let us know about your desired salary in a separate e-mail.

**Please send the following documents by e-mail only:**

- Application including possible start date, separately your desired salary
- CV
- Educational certificates and job references
- Work samples (presentations / links)

Thank you very much, we will contact you as soon as your application arrives!

More on PersonalNOVEL: [www.personalnovel.co.uk](http://www.personalnovel.co.uk)