

eCommerce Manager

100%

Purpose, flexible working conditions, big scope for decision-making

Choba Choba is the first Swiss Chocolate brand that is co-owned by its cocoa farmers. We offer you the opportunity to become part of our inspiring, very agile and multicultural team of chocolate rebels – all motivated to create significant impact for the farmers.

We offer a working environment with lots of responsibilities, freedom for taking decisions, room to develop your skills and ideas, very flexible working conditions and of course a lot of game-changing premium chocolate!

Your challenge

To boost our online growth (our priority sales channel)

Your responsibilities

You will be reporting to Christoph (CEO of our commercial entity) and manage an E-commerce / Digital Marketing intern. Your responsibilities:

- Lead our eCommerce strategy and the development of www.chobachoba.com
- Develop our Web-platform together with our external CTO and a developer
- Implement and optimize ecommerce performance strategies (UX and CRO, Findability and traffic optimization, Bundling, cross-/upselling, Subscription model optimization, Email Marketing, referral tactics and user generated content)
- Develop and manage relevant partners
- Quantify and understand progress against goals (KPIs)
- Liaise with our marketing manager and our offline sales team (Retail / B2B) to understand and leverage triggers driving greatest conversion to purchase online

Your profile

- Relevant and successful experience in eCommerce and digital marketing
- Strategic thinking but hands-on attitude
- Tech affine
- Proficient in German and English (working language). French is a plus.
- Experience in the chocolate industry and/or food sector is a plus

Starting date: immediate or as agreed

Our headquarter is based in Lorraine/Bern.

To apply: send your application to hr@chobachoba.com