



We are sailfish. Born in the water and grown up in triathlon. For over 15 years we have been developing wetsuits, swimsuits, race suits and much more with a single goal: To make triathletes and swimmers faster, true to our slogan: "Made to Make You Faster". Founded by former national team swimmer and triathlon pro Jan Sibbersen, our brand and our team around the world stand for excellent product quality and outstanding service. To further drive our global growth, we are looking for an

## >> Head of E-Commerce

### >> What will be your tasks

- Develop and execute a comprehensive e-commerce strategy aligned with the company's overall objectives
- Identify market trends, consumer insights, and competitive intelligence to drive business growth
- Lead and inspire a cross-functional team including agencies and freelancers to achieve e-commerce goals
- Oversee the selection, implementation, and optimization of e-commerce platforms (e.g., Shopify, Mirakl, Channable, etc.) to enhance user experience, streamline operations, and drive sales
- Collaborate with marketing to develop and execute digital marketing campaigns, including SEO, SEM, email marketing, social media, and affiliate marketing, to drive traffic and conversion
- Continuously monitor and analyze website performance, user behavior, and customer feedback to identify opportunities for improvement and optimize the online shopping experience

### >> What we expect from you

- Bachelor's degree in Business Administration, Marketing, E-Commerce, or related field
- Proven multi-year experience and track record in an E-commerce role / management, stemming either from the product or the marketing side
- In-depth knowledge of Shopify as a shop system, other e-commerce platforms, technologies, and best practices
- Strong understanding of digital marketing strategies and tactics, especially in terms of optimization of conversion
- Excellent analytical and problem-solving skills with a data-driven approach
- Up-to-date knowledge of industry trends, regulations, and emerging technologies in e-commerce
- Creative thinker with a data-driven approach to problem-solving and decision-making
- Strong communication and collaboration skills to work effectively with cross-functional teams and external partners
- Flawless German and English written and spoken

### >> What you can expect from us

- Versatile insights into the work of a growing, globally active sports company
- Flat hierarchies and agile working structures
- Challenging tasks with plenty of room for your own creative ideas and personal development
- A dynamic and sports-loving team
- A flexible working environment

### >> Enthusiastic?

Then send us your application including your CV to [jobs@sailfish.com](mailto:jobs@sailfish.com).

We are excited to get to know you!