

## Global Digital Manager

This is a key position with strategic responsibility for direction and performance of our digital platforms and SaaS solutions, digital marketing activities (including Google Ads and SoMe), budget allocations as well as tracking and analytics. As our Global Digital Manager, you ensure that STS run a profitable digital business by improving the usage and performance of owned web platforms for all products and markets to optimize customer experience, traffic, conversions and MQLs.

### Strategic priorities

- Overall responsible for generating quality leads through digital channels as well as increasing the rate at which site traffic convert to leads and leads to customers
- Manage key conversion points in the marketing funnel, including landing pages, website calls-to-action (CTAs), and lead-generating forms.
- Developing and executing on a global website and web asset strategy that supports STS business goals
- Developing and executing on a search strategy
- Developing and executing on a global digital business and analytics strategy that supports STS business goals and that means that you can follow conversions and transactions from touch point to purchase to loyalty.

### Tactical tasks

- Continuously measure, analyze and take actions to improve the performance of the STS global websites to increase number of leads and sales. Own relationships with relevant external partners.
- Optimize the lead-to-customer conversion rate and increase funnel marketing efficiencies.
- Develop and manage a successful marketing automation program
- Supporting local markets with best practice, budgets and follow-ups (data driven)
- Lead the paid and organic work with Search; continuously measuring, reporting and driving improvements. Own relationships with relevant external partners.
- Own the integration between the website and our ERP and work to ensure that we can seamlessly measure and analyze conversions and sales.
- Own and maintain all web assets branded STS, including campaign sites and domains
- Measure ROAS and efficiency of paid and organic campaigns and be the commercial and analytical voice in decisions on campaigns and digital marketing initiatives
- Take initiative to and lead digital improvement projects that supports STS business goals; for example, relating to online payment implementations
- Owner of software and licenses connected to the digital ecosystem
- Ensure that content and assets on STS web platforms comply with current legislation, for example GDPR and cookie policies.

### Qualifications needed

- BA/BS degree
- Min 5 years of digital development
- Proven record of formulating a digital strategy
- Strong ability to use numbers and analysis to drive constant improvements
- Demonstrated ability to independently drive resolution
- Strong ability to inspire and communicate with internal and external stakeholders
- Fluent in English

**Please send your CV and personal letter to [petra.king@sts.se](mailto:petra.king@sts.se) by July, 20.**