

Belgium Jobs Expertini®

Digital Content and Website Manager

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Company: Profile Group

Location: Belgium

Category: arts-design-entertainment-sports-and-media

Lavafields (), a dynamic player in the household appliances market, born from the fusion of ARB, Cuisidis (France), and Dalcq (Belgium) in 2022. With a team of over 70 passionate individuals across France and Belgium, we're rapidly expanding both locally and internationally, spreading the delight of French and Belgian cuisine to homes worldwide. As part of our growth, we're seeking a talented **Digital Content and Website Manager** to join our Online Growth team.

Position Overview:

As a **Digital Content and Website Manager** you'll play a pivotal role in shaping our online presence across eCommerce platforms, with a keen focus on **Shopify**. In our flat organizational structure, we value self-starters with an **entrepreneurial spirit** and resilience. You'll have plenty of opportunities to expand your knowledge and expertise in digital marketing and eCommerce, using your creative mind to put your ideas into practice. You'll take full responsibility for projects from A to Z, making meaningful contributions to our dynamic team.

Key Responsibilities:

Website Management: Ensure the smooth operation of our Shopify eCommerce sites, maintaining efficiency and functionality.

Content Creation and Localization: Craft, manage, and update digital content in both English and French, ensuring cultural resonance and accuracy.

SEO and Content Strategy Implement SEO best practices to enhance search engine

rankings and drive traffic, while maintaining a unified content strategy.

User Experience Collaborate with UX/UI designers to enrich the website's visual appeal and user engagement.

Performance Monitoring Utilize analytics tools to track website performance and user engagement, driving data-driven optimizations.

Project Management Oversee multiple projects, from website updates to promotional campaigns, ensuring timely delivery and excellence.

Stakeholder Engagement : Work closely with marketing teams, brand managers, and external agencies to ensure consistent messaging and branding across all digital channels.

Qualifications:

Proven track record in managing **eCommerce platforms** with specialized expertise in **Shopify**.

Fluent in both **English and French**, possessing strong written and verbal communication skills in both languages.

Proficiency in **digital content creation, SEO, and web analytics**

Thorough understanding **web design principles** and user experience best practices.

Collaborative mindset with adept project management skills.

Detail-oriented with a **creative flair** and a passion for delivering top-notch digital experiences.

Benefits:

Competitive salary and benefits package.

Dynamic and supportive work environment fostering innovation and growth.

Abundant opportunities for professional development and advancement.

Employee discounts on our premium range of kitchen appliances.

How to Apply + Selection Process:

To apply, click the APPLY NOW button and submit your CV in English. Following your application, our recruiter, Hans, will guide you through further steps, including interviews with our HR Manager and VP International Growth & eCommerce. Our streamlined selection process ensures efficiency, with completion expected within 2 to 3 weeks.

Other keywords:

Digital Content Manager, Website Manager, eCommerce Expertise, Shopify Specialist, Content Creation, Content Localization, SEO Implementation, User Experience Enhancement, Analytics Utilization, Project Oversight, Multilingual Communication, Creative Innovation, Professional Development.

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User Interface, Analytics, Website Update, Expertise, Platforms, Web Content, Driving, Delivery, Initiative taker, Website Management, Shopify, Stress tolerance, Content Creation, Engagement, Communication, Campaign, Content Strategy, Digital Channels, Management, French language, Project Management, Projects, Entrepreneurship, Traffic, Creative work, Brand Creation, Attention to detail, User Experience, Optimization, Localization, Design, Web analytics, Creative work, Best Practices, Passion, Multiple Project, Online Promotion, Search Engines, E-commerce, User Experience, Project Management, Marketing, Web Design, Messaging

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