

Holm Marcher & Co.

Digital Designer for BoConcept

BoConcept is looking for an ambitious and creative Digital Designer with front-end experience to be part of the digital team and work with a broad field of tasks within development and operation.

About BoConcept

BoConcept is a global contemporary furniture brand, based in Denmark and positioned in the affordable luxury segment of the market. The business is passionate about modern/urban design and customized service and sells through over 280 stores in more than 60 countries and 6 continents, making it one of the world's most global retailers and most global furniture retailers. Over 95% of the stores are operated by franchisees. The business was founded in 1952 by Danish craftsmen Jens Ærthøj Jensen and Tage Mølholm as a furniture factory in Herning and has developed from these humble roots to one of the leading contemporary furniture brands worldwide. In August 2016, 3i private equity delisted the company from Nasdaq Copenhagen (having been a public company for more than 25 years) and is now developing the BoConcept business and brand internationally in partnership with the management team. BoConcept had a turnover of €166m and EBITDA of €20m in the last full business year.

From its origins as a furniture manufacturer, BoConcept now operates a highly scalable business model with focus on design and concept development whereas the majority of production and retail operations are outsourced, emphasizing the company's unique ability to create customized solutions. To support the strategic global vision, we are looking for an experienced and highly ambitious Digital Brand Manager with the knowledge, experience and network to execute strong brand management, who are able to build awareness and equity around the brands perception in both on-and offline stores.

The position

As Digital Designer at BoConcept, your main responsibility will be to strengthen the digital user experience of the BoConcept brand. You will work closely together with the digital team in creating and producing digital campaign material for the website, social media, newsletters and banner adds in order to improve the user experience on the digital touch points. You will be a significant part of the daily management of the website and create sites and campaigns in Sitecore og Salesforce Commerce Cloud. On a independent level, you will perform and develop many tasks by yourself, why it is important that you are ready to take action and deliver your work within deadlines. In addition, you will act as a skilled coordinator, as BoConcept manages digital solutions from many countries.

Your main responsibilities include:

- Layout and implementing campaignsites on our digital platforms
- Producing digital campaign material like webadds and newsletters
- Ensuring that digital activities is implemented in accordance with the digital designsystem
- Collaborating with the digital team to build a strong visual identity on social media
- Supporting markets with campaign material to ensure alignment on all digital platforms

The position is located in Herning, Denmark.

Your profile

As an ideal candidate you have solid experience within the field of digital design. You have great experience with HTML, HTML5, CSS and javascript and you are a superuser of Adobe Creative Cloud: Photoshop, Illustrator and InDesign. Additionally you have experience with Sitecore, Salesforce Commerce Cloud or as a minimum a similar CMS. Also, It is an advantage if you have experience with Sketch, Axure and InVision, however it is not a requirement. Lastly you are proficient in Danish and English.

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As a person, you are organized and used to collaborate in different projects. You are hardworking and always determined to stay within deadlines. Furthermore you work efficiently, also in situations with high pressure. You thrive in high speed environments and you can manage many tasks at once. As a teamplayer you are very service-oriented and flexible. Finally, you are curious and loves to take on new challenges, and you are ready to take the next important step in your career with BoConcept.

Interested?

If you would like to know more about the job please contact Partner at Holm Marcher & Co. Klaus Henning D. Bjerkvold on [+45 2670 9934](tel:+4526709934) or khb@holmmarcher.dk.