

# WEB MANAGER

*Posted on 2 april, 2024*

**Company Name** Oticon

**Location** Göteborg

## Job Description

Are you ready to make a difference for people with a severe hearing disability?

Do you have a passion for planning and implementing customer-oriented solutions globally? Do you have a can-do attitude and a strong commercial mindset?

Then we have an exciting opportunity for you at Oticon Medical in Göteborg, Sweden.

## Web Manager

In your role as Web Manager, you'll be developing and executing our web strategy, designed to have maximum impact on lead volume coming from all web properties at the company. This role is not just about running a few A/B tests or creating a few web pages; it's about deeply understanding our customers, crafting a broader web strategy across multiple channels, and driving continuous optimization to ensure maximum engagement and conversion.

Join Oticon Medical and be the driving force behind our web growth and brand elevation.

## Why join Oticon Medical?

Joining us, you will get the opportunity to work with something that matters! What we do makes an enormous difference for people, and we constantly strive to improve ourselves. This has led us to a point where we have a portfolio of top-of-the-line products, some of the best employees in the field and consequently a strong financial growth.

## The role includes responsibilities described below

- Manage website development and maintenance, ensuring content is up-to-date and consistently presented across all pages
- Collaborate with cross-functional teams to ensure website aligns with overall marketing strategy
- Track and analyze website traffic and user behavior to optimize site performance

- Ensure website is optimized for search engine ranking and user experience
- Stay up-to-date with industry trends and best practices for website design and development
- Drive and execute the web implementation of global campaigns utilizing the network of local markets
- Coordinate consultant agencies for different projects or as resource support

### **The experience and skills needed to be successful in the role**

- Effective communication skills, and the ability to interact well with senior leaders and cross functional teams across business lines
- Experience from managing web channels, and preferably social media
- Familiarity with content management systems and website analytics tools
- Strong attention to detail and project management skills
- Fluent in English (both in speech and writing)

On a personal level you are a team-player, but you can also work alone, initiating, planning, and completing tasks independently. You have a strong commercial mindset, and the approach to get things done. You are experienced in both internal and external stakeholder management and find it easy to connect with colleagues and connections that work at a different location than yourself. You are comfortable presenting in front of an audience.

### **Application**

This recruitment is handled by Moveup Consulting AB. To apply, please send your CV and a cover letter to Annie Sjölund, [annie.sjolund@moveup.se](mailto:annie.sjolund@moveup.se). We are screening applications continuously and will close the position as soon as we find the right person.

If you have questions regarding Oticon or this open position, please contact Annie at 0733 – 60 29 84.

*By submitting your application, you also consent to us storing your personal data, including CV & cover letter and that we have the right to share this information with third parties (our client). You can revoke the consent whenever you want.*

### **Om företag**

Oticon Medical is a global company in implantable hearing solutions, dedicated to bringing the power of sound to people at every stage of life. We work collaboratively with patients, physicians,

and hearing care professionals to ensure that every solution we create is designed with users' needs in mind. We have a strong passion to provide innovative solutions and support that enhance quality of life and help people live full lives – now and in the future.

Because we know how much sound matters

<https://bahsjourney.com/>

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