



FIRST ART is an owner-managed, successful brand agency based in Gießen. With our motivated crew, we manage high-profile projects for renowned international companies.

We foster a constructive and appreciative corporate culture and offer an attractive working environment, interesting career opportunities and a truly good work-life balance.

To strengthen our digital unit, as from now we are looking for a

> (Junior) Digital Marketing Specialist (m/f/d)

with focus on UX & conversion optimization

Your Profile:

- Successfully completed **academic studies** with a focus on **e-commerce, online marketing or comparable qualification**, respectively several years of practical experience
- **Extensive experience** in the conception of **websites and landing pages**
- Practical experience using **Adobe XD** to create **wireframes** and **click dummies**
- **Very good knowledge** of common methods of **usability measurement** and **conversion optimization**
- High **technical affinity** and ideally experience in **web, UX or screen design** as well as common web technologies like **HTML, CSS, JavaScript, PHP**
- Verifiable **agency experience**
- Ideally applicable skills in **InDesign, Photoshop, Google Analytics, WordPress, TYPO3, WooCommerce**
- Good **English skills**

Your Tasks:

- Creating conversion-optimized **wireframes & mockups** for websites, landing pages, as well as **click dummies** and **interactive prototypes**
- Creating **information structure & navigation** for websites
- Counseling on **UX design & usability** issues
- **Potential analyses** with focus on **usability, user-friendliness & SEO** (OnPage)
- Preparing **presentations & reports**
- **Benchmark research, market and trend observations**
- Developing **personas & associated customer/candidate journeys** (incl. touchpoints)
- Design, implementation and evaluation of **A/B and multivariate tests**
- Fine tuning of **usability concepts** on the basis of the test results

What awaits you:

- **Active involvement in our agency's digital marketing** and responsibility for own projects after extensive training
- **Exciting projects** for well-known **international companies and brands** in a wide range of industries
- **Exclusive insights into top-class sports** within the scope of our work as lead agency for the German Bundesliga club HSG Wetzlar

In addition, you can expect **respectful interaction**, a sincere, **open-minded team** and **short decision-making processes**. Plus, a **high-quality, attractive work environment without open-plan offices, a garden, terraces, organic coffee** and other treats. And, not least: **Fairness, friendliness and a good work-life balance**.

If you are enthusiastic and passionate about making a difference with us, we look forward to receiving your **digital application documents**, which you please send **by e-mail** with the **subject »Digital Marketing Specialist«** to Mrs. Sames to the following address: **karriere@first-art.net**