

**Traffic Acquisition Manager @
Therascience**

contact@effitalents.com

Phone :

Web :

Job Summary

Vacancy :

Deadline : May 16, 2025

Published : Apr 16, 2025

Employment Status : Full Time

Experience : 3 - 5 Years

Salary : 40k € annual gross

Gender : Any

Career Level : Mid Level

Qualification :

LABORATOIRE
THERASCIENCE
PHYSIONUTRITION FOR A BETTER LIFE

Responsibilities:

You will be responsible for **managing, optimizing and scaling paid marketing campaigns** across Affiliation, SEM, paid social and display. Your focus will be on increasing customer acquisition and driving strategic growth in the European market.

- Plan and execute **all digital acquisition activities using ads platforms**, including display advertising campaigns, PPC, programmatic, affiliation program, social media etc.
- **Manage budget and campaigns** across various digital platforms (Google Ads, Meta Ads, Native Ads,), ensuring maximum efficiency and impact.
- Ensure optimization for key traffic metrics by **closely monitoring** cost-per-acquisition (CPA), click-through rates (CTR), and conversion rates.
- Continuously **monitor our performance** against the set forecasts.
- Regularly assess progress to ensure we stay on track to achieve our goals. If we fall short, identify the root causes, and take proactive steps to address them.
- **Develop and execute actionable plans** to close any gaps, ensuring our trajectory aligns with the forecasted targets
- Budget Management and Reporting: **manage paid media budgets & monitor financial performance**.
- Prepare reports to **summarize campaigns results** and present strategic insights, providing recommendations for continuous improvements and adjustments to strategies.
- Collaborate with **cross-functional teams**, including design, content, and acquisition, to maximize campaign effectiveness and to align all acquisition activities with the company's overall goals.
- Performance Marketing Expertise: Stay up-to-date with the latest growth marketing trends and techniques, and implement them as appropriate.

Requirements:

- Near-native fluency in **French**, both written and spoken.
- **Prior experience in a similar role** and a proven track record of growing performance, including measurable user acquisition, quantifiable improvements in ROI and cost per conversion (CPA) across all channels.
- Expertise in **tracking and analyzing advertising** campaign performance.
- Strong attention to detail and a structured, methodical approach to tasks.
- Excellent analytical skills to leverage metrics, analytics, and consumer behavior trends to drive actionable insights and recommendations.
- Problem-solving skills and common sense in addressing challenges.
- Eagerness to learn new tools and techniques.
- Familiarity **with health products and e-commerce** is a plus.

The company:

For over 25 years, the **Therascience Group** has been developing and marketing **health supplements, herbal medicines, dietary products** for weight management, and **energy products** for athletes. The company is headquartered in Monaco and has expanded its operations throughout Europe.

Your recruiter:

Maria, Senior Talent Acquisition Specialist @ Effitalents.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits

Meal allowance of 200€ per month (Coverflex) and basic health insurance.