

Performance Marketing Specialist

Take the lead on paid digital channels as our new Performance Marketing Specialist. Are you unapologetically results-driven? Do you thrive when given autonomy and responsibility? Can you confidently manage paid digital channels from end to end? Then this is your chance to become a key part of Rains' growing E-Commerce team. You do not just run campaigns. You run the numbers. The strategy. The growth.

The Role

Rains is looking for a Performance Marketing Specialist to join our e-commerce team and strengthen growth while confidently managing performance marketing end to end. You will be the one who ensures our messages reach the right people, at the right time, with the right impact. From Google Ads to Meta, from feed optimization to full-funnel strategy — you will use data to evaluate performance, allocate budgets, and continuously improve ROI. This role is for someone who is analytical, ambitious, and unapologetically results-driven. You thrive in fast-paced environments, challenge the status quo, and take ownership from start to finish. You will work closely with RAINS' internal marketing team as well as our agency partners and key platform partners such as Google and Meta.

The Tasks

As our new Performance Marketing Specialist, you will:

- Plan, manage, and optimize paid campaigns across channels such as search, social, and display.
- Analyse and translate performance data into clear actions and measurable growth.
- Collaborate with brand and content teams to ensure paid activity reflects both commercial and brand goals.
- Manage external agencies to ensure alignment with strategic direction, assortment priorities, and expansion plans.
- Drive continuous growth through testing, learning, and adapting strategies.

Furthermore, your responsibilities include:

- Briefing and overseeing the creation of ad content in close collaboration with the Marketing team.
- Setting up and managing campaigns across Google Ads, Meta, and other relevant platforms.
- Monitoring daily performance, budgets, and KPIs to ensure efficient spend.
- Generating reports and insights that guide investment and channel strategy.
- Executing A/B testing to optimize creatives, audiences, and bidding strategies.
- Aligning with e-commerce and merchandising teams on product focus and revenue drivers.
- Staying updated on digital marketing trends and applying best practices to campaigns.
- Ensuring product feeds are well-structured and optimized for maximum visibility — together with our external partners.

Who You Are

You are strategic and self-driven, with a sharp eye for performance and a bias for action. Analytical by nature, you don't guess — you test. You take ownership of your work and stand by your decisions. You are curious, confident, and eager to learn. You thrive in fast-changing environments and are motivated by turning data into tangible growth.

We imagine you have:

- 2–4 years of experience in performance marketing or digital advertising.
- A proven track record of managing campaigns across Google Ads, Meta, and other paid channels.
- Strong analytical skills and the ability to turn performance data into clear insights and actions.
- Confidence in managing global budgets and reporting on ROI.
- The ability to balance sales-driven results with brand-building needs.
- Experience in fashion, lifestyle, or e-commerce (preferred).
- A collaborative mindset and the ability to thrive in a fast-paced, dynamic environment.

- Business fluent English. Danish is a plus but not required.
- Willingness to travel occasionally (less than 10% of working time).

Why work with us

RAINS is built for getting you out there — in every sense. We innovate, design and push for people to get out there, wherever *there* is. And we work the same way: with purpose, agility, and a clear sense of direction.

Joining RAINS means becoming part of a company that is curious, bold, and dynamic. We care about what we create, how we work, and the impact we leave behind. As individuals, as a brand and as part of something bigger. Our culture is built on integrity, growth, connection and collaboration, and a shared drive to disrupt and do better — not just in business, but for the communities and environments we are part of.

At our new headquarters in Aarhus N, Denmark, you will find a modern, vibrant, social, and high-performing work environment. Our employees matter to us and therefore we offer numerous employee benefits, including a delicious canteen, staff discounts, fitness facilities, pension, and health insurance.

We are growing fast, but we're not chasing scale for scale's sake. We are building something meaningful. And we are looking for people who want to get out there with us.

This is a full-time position reporting to the Global E-Commerce Director.

Want to Join Us?

If you are ready to shape your future with us at Rains and transform your data-driven approach to real growth, we would love to hear from you.

Please submit your application and CV below. We evaluate applications continuously, so do not hesitate to apply today.

We welcome applicants from all backgrounds regardless of age, gender, religion, or ethnicity.

Only applications submitted through our e-recruitment system will be considered. By applying, you consent to the processing of your personal data in accordance with our Privacy Policy.

We look forward to hearing from you!