





#VACANCY

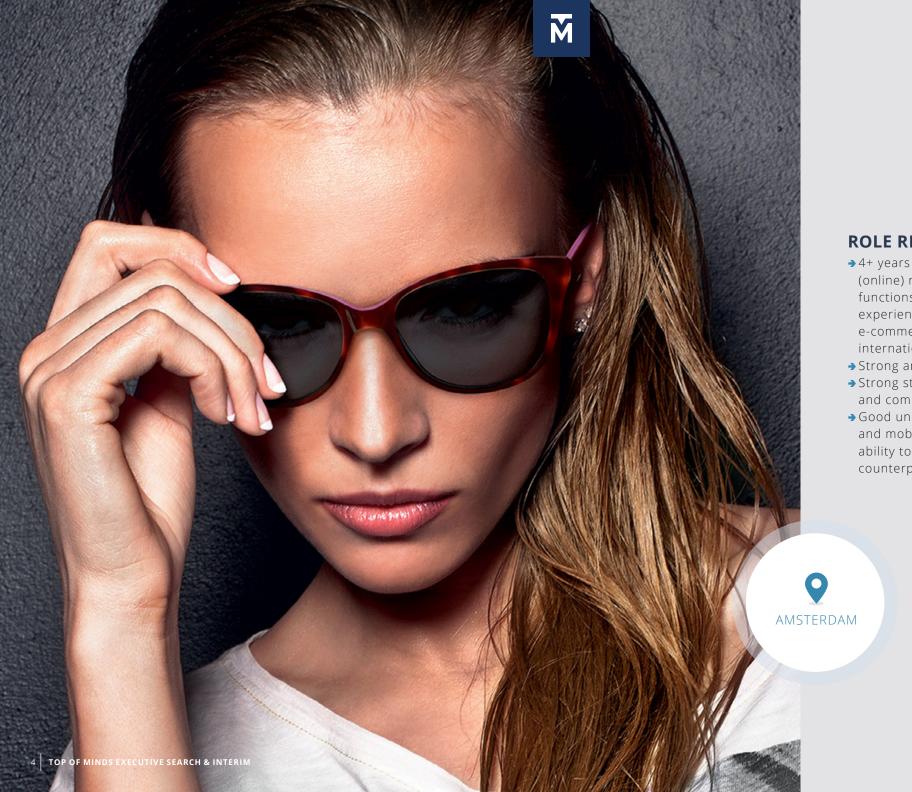
GLOBAL E-COMMERCE CATEGORY MANAGER SUN

he Global E-Commerce Category Manager will enable the transition toward a more centralized product portfolio strategy, and professionalize the e-commerce strategy and operations. He or she ensures the online assortment of all GrandVision sun products is effectively marketed to online customers, relying heavily on data analytics and customer and competitor insights. The Global E-Commerce Category Manager also leads the standardization of the different country and banner platforms to create a strong global product portfolio across all relevant front ends, while still taking into account the different trends, customer behaviours, and levels of demand in the countries. He or she will treamline the online experience to increase conversion rates and draw and retain more online customers.

For this, a structured, strategic, and analytical approach is key. An experienced e-commerce and marketing professional with a knack for strategy is the ideal candidate for this role.

He or she should be comfortable working in a less structured environment, and able to create structure on their own. Parts of the role will be designed and further shaped on the go, so a high level of independence and the ability to take initiative are crucial. The E-Commerce Category Manager will work from a central hub while also needing to manage relations with the countries and several retail banners. He or she therefore needs to be a strong stakeholder manager.





ROLE REQUIREMENTS

- → 4+ years experience in strategic (online) marketing or e-commerce functions, or strategy consulting experience with a focus on e-commerce, preferably in an international environment
- → Strong analytical skills
- → Strong stakeholder management and communication skills
- → Good understanding of web and mobile technologies and ability to interact with technical counterparts



CONTACT



VIVIAN DEN DEKKER

Consultant bij Top of Minds Digital Executives

Viviandendekker@topofminds.com