



#VACANCY



E-Commerce Content Manager EU & ANZ

With power brands such as Lysol and Sagrotan, RB has been fighting at the frontline of the global battle against COVID-19. Because more and more consumers are buying their products online, the indirect e-commerce channel has been an important growth driver for RB. To optimize the way RB's products are presented in online storefronts the world over, RB is hiring an E-Commerce Content Manager EU & ANZ.

For whom?

- Minimum of 4 years' experience
- Experience with DAM and/or PIM set-up, maintenance and rollout
- Experience in the area of production and content management
- Salsify and Clavis or similar
- Hands-on and takes ownership

About RB

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"The world has changed beyond recognition in 2020. COVID-19 is likely to be with us for the foreseeable future and, as a society, we are embedding new hygiene practices to protect our way of life. RB's purpose, to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world, has never been more relevant, and the efforts of our people have never been more important. I am extremely grateful to them."

– Laxman Narasimhan, Chief Executive Officer

As an indirect result of the pandemic, RB's e-commerce sales have grown significantly. The e-commerce channel is estimated to account for 12 per cent of first half-year group net revenue. At the Global Hygiene Headquarters in Amsterdam, an opportunity has emerged for a content management professional to contribute to one of the major growth drivers of the business at a global level: E-Commerce Content Manager EU & ANZ.





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E-Commerce Content Manager EU & ANZ

Deze rol heeft als missie om verkeer op e-commerce websites van derden om te The mission of this role is to convert traffic on third-party e-commerce websites into buyers. The E-Commerce Content Manager will take ownership and stewardship of RB's e-commerce content – from content creation and international asset management to syndication, performance monitoring and optimization.

They'll do so in collaboration with local content managers for European countries, Australia & New Zealand, Russia and Turkey. The collaboration is best described as leading by doing. The E-Commerce Content Manager will create high-quality content for all NPDs, brand pages and event pages. This content will be cascaded out to the countries, where it will be localized by the market counterparts. Likewise, they will proactively share e-commerce best practices and learnings across markets.

As a result, the organization will be more efficient and online brand presence will be more unified and therefore stronger.

To further optimize this process, the E-Commerce Content Manager will drive the development of a unified way of working with a consistent system-landscape throughout all countries – from asset management (Veeva) to syndication (Salsify) and analysis and reporting (Clavis). They will use Clavis to check the performance in each market, define gaps and perform gap analysis before discussing the necessary steps with local content managers in order to improve the ratings and optimize the conversion.



The E-Commerce Content Manager will be the main point of contact for IT regarding the set-up, improvement and deployment of various systems in the markets. She/he will be responsible for the implementation of GRIP and will be building content using CGI instead of photography. Furthermore, she/he will scout the market for the best solution to centrally oversee content performance and see if Clavis is the best program or if it perhaps needs replacing.

Because of RB's strong performance culture and the high levels of visibility of this role throughout the organization, success in this role will be rewarded with attractive career opportunities.

"I've worked at four large FMCG companies, and I find that at RB, the sense of ownership is higher and broader. It's ownership of the objective, not ownership of the task. We like people who are connected to the outcome of the role and really want to own that and drive it forwards."

– Steve Cottrell, Global Trade Marketing Director



Interested?

RB works with Top of Minds to fill this vacancy.
Contact Gijs Millaard for more information.

Gijs Millaard

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