



VACANCY

E-commerce Manager

Requirements

- At least 8 years of e-commerce experience
- Scale-up
- FMCG
- Affinity with the brand
- Team builder
- Desire to make an impact

Amsterdam Minimum of 8 years experience



Yoni is a taboo-breaking brand and wants to use their story and their natural menstrual products without chemicals or other fuss to create a more conscious world. Yoni has strong growth goals and hopes to increase sales tenfold in five years time. The E-Commerce Manager will help them achieve this goal by continuing to shape their online strategy and developing the team that will be involved in implementing it.





ABOUT THE COMPANY

Yoni

Yoni is a certified B-Corp company driven by their mission “to keep chemicals away from vaginas, globally”. With their diverse Amsterdam-based team, Yoni works hard every day to share their story and their natural products that are all free of chemicals, plastic and other fuss. Yoni is also constantly working on developing new products like period-proof underwear. In addition to creating on-trend products and having a sustainable vision, Yoni takes a thought leadership role when it comes to everything to do with vaginas. The company plans to continue expanding from this position and vision in the future.

Yoni is currently active in the Benelux and the UK and recently expanded to Spain. Yoni hopes to grow their current sales of €3 million tenfold over the next five years. This sales growth will ideally be achieved through both international (DACH and France) and online expansion. There is still a massive potential in the online market just waiting to be tapped. The E-Commerce Manager will play a key role in focusing on that.





VACANCY

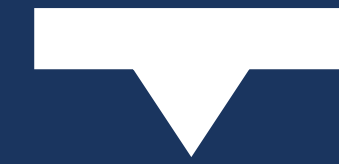
E-commerce Manager

The E-Commerce Manager will need to fine tune and build on the current online strategy. Smart use of the online budget, social media, and mastering both the e-tail and online retail channels (such as Picnic, AH, Etos, Bol.com, Amazon, Ocado) as well as focusing on the brand's own online presence are essential. Setting up a subscription model and internationally expanding the online store are a few of the concrete projects that the E-Commerce Manager will be working on.

Collaboration is crucial. The E-Commerce Manager will have free reign over their role but will interact with the marketing, sales, finance, and supply chain departments to properly align brand and market. The E-Commerce Manager will also be responsible for building a solid team that can flawlessly execute the online strategy. The E-Commerce Manager should have strong skills when it comes to communicating a clear vision, agreeing on clear roles and responsibilities, and coaching and motivating the team. The ambitious growth goals and the organizational transformation that goes along with it will require strong leadership.



Finally, the E-Commerce Manager should have an affinity for Yoni’s mission and core values and share a passion for contributing to greater wellbeing and sustainability in Yoni’s product categories. They should be an unconventional thinker and not afraid to fight prevailing taboos surrounding vaginas. ■



“I believe that if we’re just open about menstruation and everything that goes with it, the world can be so much kinder. To each other, and to the planet.”

Mariah Mansvelt Beck, Founder of Yoni

Interested? Yoni is working with Top of Minds to fill this vacancy. To express your interest, please contact Max Tasseron at max.tasseron@topofminds.com.

