



VACANCY

Digital Sales Manager

Requirements

- 8+ years' experience in ecommerce
- Experience with sales responsibility
- Experience with managing a team
- Digital Marketing
- Strong stakeholder management skills

Amsterdam Minimum of 8 years experience



After significantly investing in its digital proposition for business clients, ING is advancing its digital Sales and Marketing operations. The Digital Sales Manager will focus on fee-based products for the small business segment and improve digital sales channels and performance data and insights. This is an ideal opportunity for a seasoned ecommerce manager with a strong sales mentality to impact ING's Business Banking performance.





ABOUT THE COMPANY

ING Business Banking in The Netherlands

Kun je online op objectieve wijze vaststellen of iemand baat heeft bij een behandeling? Dit was een van de dingen die de *founder* van Quin, Bart Malenstein, zich vijf jaar geleden afvroeg. Deze vraag werd een digitaal project en in 2019 beantwoord met Quin, een zelfstandig bedrijf dat fysieke huisartsenpraktijken combineert met digitale services voor patiënten, huisartsen en specialisten.

ING is more digitally advanced than most large banks and is a leader in the Dutch market for Business Banking. It serves more than one third of the market, which translates into almost one-and-a-half billion euros in revenue and thirty-five billion euros in outstanding loans.

There are 1,000 employees in the sales organization across four regional teams, central product teams, and the Digital Sales and Marketing team. They work with companies ranging from individual freelancers to those with a revenue of twenty million euros. This represents about ninety-five percent of all ING NL's business customers.



Digital Sales Manager

The Digital Sales Manager is one of four managers in the Sales and Marketing team for the small business segment, with a team of around forty-five people. They manage marketing, digital sales for fee and loan products and digitization of the app and website. The Digital Sales Manager will focus on all fee-based products such as bank accounts, credit cards, insurance and investments.

Since last year, the Sales and Marketing team has been responsible for the entire marketing and sales funnel, from awareness campaigns and traffic generation to lead acquisition and conversion. While the marketing team is focused on the upper end of the funnel, the Digital Sales Manager's team is responsible for traffic conversion targets, below-the-line (BTL) campaigns, and product sales. Their goal is to make sure that potential clients complete the entire digital customer journey.

This role manages a substantial paid media budget and a team of ten FTE marketers with content, performance, and customer journeys optimization expertise. Strong stakeholder management skills are needed in this role to align and liaise between the product and central communications teams and the external media agency.

The organizational structure for the digital sales channels in the small business segment are still in the early stage, as are data insights and business analytics. That's why this role needs a solid understanding of B2B marketing communications operations, as well as the know-how to build and advance the digital sales organization.

Beginning in 2022, the Sales and Marketing team's goal has been to build the necessary systems, data and insights platforms, and manage migrations - while still meeting their sales targets. In addition to maintaining a clear vision of ING's digital customer journey, a strong goal-oriented sales mentality is essential to the role.

This is an excellent opportunity for a Digital Sales Manager to join the ING's Sales and Marketing team. They will further develop the digital sales operations while maintaining performance and meeting the sales targets. This position also offers attractive growth opportunities and potential promotions in the near future.



Interested? ING has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.



“Our role is to help entrepreneurs realize their full potential and to be the best bank for businesses.”

Arjen Hoekstra, Head of Digital & Remote Sales for ING Business Banking NL