



Digital Category Management

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GLOBAL E-COMMERCE CATEGORY MANAGER SUN

GrandVision is a global market leader in optical retailing. The company is transitioning toward more centralization, to ensure a globally designed assortment strategy and an effective marketing strategy across its 34 retail banners. The BU Sun is looking for a Global E-Commerce Category Manager, to help create and implement the global online portfolio strategy in light of this centralization and to ensure stellar online sales across all banners.

ABOUT GRANDVISION

GrandVision is the company behind retail banners such as Pearle, EyeWish, and Brilleland. The company has over 36.000 employees and has sold over 16 million prescription glasses. GrandVision has a presence in more than 40 countries and over 7000 stores. With that, the product portfolio of GrandVision's optical retail products is large and complex. To further professionalize and streamline its assortment strategy, GrandVision is transitioning toward more centralization. The aim is to design marketing and assortment strategies (both for in store and online) largely at a global level – without losing sight of the individual characteristics of the markets and GrandVision's different retail banners in different countries.

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The 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 streamline 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



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