

e-Commerce Manager (mfd)



Locatie **Noord-Brabant, Nieuwkuijk**
<https://www.advertentiax.nl/x-1041081-z>

Do you want to lead a dynamic team of young professionals while simultaneously growing the company further online? Then Wickey & Fatmoose are waiting for you!

Company Description and Company culture

Is there anything more fulfilling than the euphorically shining eyes of our little ones? Wickey believes not! That is why the Dutch company with locations in Sittard (NL) and Gangelt (DE) is specialized in making the hearts of kids internationally beat a little faster. The e-Commerce company is the European market leader and with its 300 employees Wickey is specialized in the development and production of high-quality wooden playground equipment, both B2C and B2B. You will become a part of Wickey's Marketing team, which is fully focused on online and consists of the following departments:

Webshop Social Networks Platforms Category Management SEO SEA

Function description

As the e-Commerce Manager (m/f/d) for Wickey you work closely with the Marketing Manager to implement a goal-oriented eCom strategy for Wickey's brands Wickey & Fatmoose. To ensure the companies' continuous growth you are responsible for creating the online strategy in close collaboration

with the marketing manager and implementing this in all international webshops and sales platforms such as Amazon, Bol.com, etc. ... Further, your tasks include the following:

• Close collaboration with the Marketing Manager. Join you will take over the responsibility for the e-commerce departments and division of market potential analysis in your role. To achieve this, you are responsible for the platforms also due to the set-up and continuous measurement of relevant KPIs (e.g. Conversion-Rate, Impression Share, CTR, ROI, ...). Responsible for budgeting as well as forecasting for all relevant channels. Continuously looking for new online opportunities and market developments to always be on top of game. Forming of synergies within the various Marketing departments of Wickey. Troubleshooting.

Function Requirements

 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)	 https://www.advertentiax.nl/x-1041081-z e-Commerce Manager (mfd)
--	---	---	---	--	---	---	---	---	---



Completed bachelor or master studies in a Marketing related field
Minimum 5 years of experience in a B2C e-Commerce environment
Profound experience in managing a marketing team
Good knowledge of German OR Dutch, English skills are beneficial
You are result-oriented, always keeping an eye on the current ROI
You dare to make decisions and take accountability
Your heart beats faster when you think about eCom possibilities for Wickey!

Legacy Salary info

Workplace location either Sittard (NL) or Gangelt (DE)
26 vacation days
Attractive development/training opportunities
Flexible working hours
Hardly any traffic jams on your way to work, thanks to counter-cyclical driving
Interesting salary package with extensive social benefits
Weekly fruit basket and free drinks (coffee machine, cocoa, tea, water)
Team events such as a big summer and the grandiose christmas party round off a successful year at