

Head of E-Commerce France

Our client is an international medium sized company and it is one of the leading manufacturer and distributor of branded merchandise, including apparel for babies, children and teenagers. The company is a supplier to all European leading chain stores, mail order houses and hyper markets. In the past decade our client achieved an enormous expansion. In order to enhance further growth our client is seeking a proven Head of E-Commerce for its online shop in France.

As Head of E-Commerce France, you will be responsible for developing and driving the digital strategy across the region. You will manage the digital team and the overall performance across all sales channels, including PPC, SEO, Display and Affiliates. You will be responsible for developing the French e-commerce strategy, optimizing and improving conversion rates across several platforms. You will also appoint, manage and own the relationship with specialist digital agencies, whilst creating a consistent brand image online.

You will also be required to explore creative strategies such as identifying and executing opportunities to grow the current online sales revenue while including teams focusing on content production, online marketing and trade.

The ideal candidate will be an experienced online professional with a proven track-record in digital on the French market. You will be passionate about digital and always keep up with the latest industry developments. A good industry network would be huge plus.

Location: Paris

Key Responsibilities:

- Implementing and leading the long-term strategy for France and taking full P&L responsibility
- Set and manage all Offline and Digital budgets
- Responsible for channel forecasts, including building the territorial sales plans and management of KPI's
- Work closely together with all relevant departments: Financial, Merchandise, Marketing, Systems, Design and Product
- Strong CRM focus with strategic planning and implementation
- Management and strategic guidance of the affiliation agency
- Implementing acceptable ROI's and KPI's and consistently exceeding expectations
- Oversee new initiatives and changes on the website, adhering to brand guidelines
- Ensure an exceptional customer experience on the site at all times by measuring, testing and continuous improvement
- Reporting performance
- Support development of online range strategy

Essential Skills:

- French native, English fluent
- 4-7 years' experience in an e-commerce / retail focused, fast-paced international business
- Demonstrable experience of managing, planning, testing and implementing e-Commerce best practices
- Experience in managing large budgets linked into forecasts and set levels of ROI
- Proven abilities to manage and lead a team
- Commercial sales experience

If you believe you meet the criteria to apply for this role, please send us your detailed CV (with a picture) to application@remel-es.de.

If you have any questions, please do not hesitate to contact us under +49 160 68 46 712. Roman Remel will be glad to answer your questions. For further information please visit us at www.remel-es.com.

Please note: All submitted data will be treated confidentially.