

Head of E-Commerce (m/w/x)

The Head of E-Commerce is responsible for online sales of the company and leads the e-commerce team in creating campaigns. In addition, he develops and implements a growth strategy for the organization's online business. As Head of E-Commerce you are responsible for international online sales and the continuous development of the e-commerce sales channel. Together with your team, you will be responsible for your own online shop as well as the relationship with Amazon and other pure players. You will be responsible for the development and sustainable development of the e-commerce sales channel, the transfer of knowledge into your own organisation and the achievement of your company's ambitious goals in e-commerce. You report directly to the management.

Tasks:

- The development of internal structures for successful online sales
- Continuous strategic further development of the online offering
- Sales responsibility for the e-commerce sales channel (online shop, platforms, pure player)
- Gaining reach via platforms such as Amazon and Zalando and your own online shop
- The internationalisation of online services
- Responsibility for sales and contribution margin
- Coordination of external service providers

Qualifications:

- Several years of professional experience in the field of e-commerce and online marketing at a company with online sales, an agency or an e-commerce service provider
- Extensive experience in online marketing and online shop management
- Experience in dealing and negotiating with platforms such as Amazon and Zalando
- In-depth understanding of e-commerce processes and optimization of online shops
- High interest in e-commerce innovations and online marketing trends
- Confident appearance, analytical thinking and strong communication skills

Salary recommendation: 120.000 – 180.000 € p.a. (depending on location and experience)

Status May

Would you like to know more? This is a sample job advertisement. We are happy to help you with your individual offer. Please send us an e-mail to info@digilents.com

Digilents is the personnel consultancy for e-commerce and digitisation. Here at Digilents we combine personnel consulting and recruiting of specialists and executives in e-commerce and digitisation environments for multinational corporations, medium-sized companies and family businesses. We cover the exponentially increased demand for e-commerce professionals - Chief Digital Officer, SEO and SEA experts, shop managers, e-commerce executives or experienced e-commerce employees and innovative online professionals. For companies, we are the first point of contact for open positions - even before classic headhunters or job portals. We have a great network and sound knowledge of change management and transformational leadership. Close cooperation with our partners and candidates makes us successful. We can quickly, efficiently and precisely network the right people and take individual care of the professional and cultural fit.

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