



Odlo, the Swiss company with Norwegian roots, was founded in 1946 and is currently represented worldwide in over 20 countries. We are currently looking for a

HEAD OF E-COMMERCE

In this role, you will lead the e-com team and you will have responsibility for developing, driving and implementing Odlo's e-commerce strategy to maximise sales and profit. Your main tasks will be:

- Optimize all traffic driving initiatives from Facebook and other social media channels to paid search, affiliate, SEO, e-mail marketing, CRM activities and B2B arrangements
- Support assortment planner in optimizing the e-com assortment and in planning and executing activations
- Oversee merchandising navigation, category storytelling and product presentation
- Specify the optimal site tonality, look and feel through use of pictures, banners, videos and other digital assets
- Drive all aspects of user experience, both onsite and offsite
- Oversee the technical development of the Ecommerce platform and surrounding technologic integrations to deliver on business expectations
- Set up, lead and execute marketplaces including all required cross-functional coordination
- Project lead on the digitalization of Odlo and provide digital consulting and strategy to C-level management.

To be successful in this position:

- 6-8 years E-com experience covering multiple digital disciplines
- Strong commercial acumen and result / KPI oriented / bottom line oriented
- Strong affinity for processes & IT
- Ability to be entrepreneurial and opportunistic yet work in a structured way
- Ability to mobilize enthusiasm and resources in a matrix organization and get things done
- Ability to lead and manage a team
- University degree in IT, Digital Marketing/Ecommerce

Send us your complete application – we look forward to receiving it.

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