

# E-commerce manager

## COMPANY

Pollet Group

## LOCATION

Waregem

## ABOUT US

Pollet Group, headquartered in Waregem, has operations in 14 countries and is active in 3 segments: the water treatment sector, the swimming pool industry and the medical industry. Pollet Water Group bundles 26 companies active in water treatment. Pollet Pool Group operates in the swimming pool construction market with 8 distribution companies and 2 manufacturers. Pollet Medical Group, consists of 5 specialised medical oriented companies. Together, the group has about 1.500 employees.

## YOUR RESPONSIBILITIES

As E-commerce Manager, you roll-out a strategy for our e-commerce platforms and take on the A-Z coordination of the operational activities from inspiration to after sales. Your focus is on growth, managing maximum sales opportunities and delivering top customer experience.

Your key responsibilities:

- Analyze the e-commerce positioning 'as of today' and further develop an innovative strategic plan with concrete actions; in close collaboration with your colleagues from the business, marketing, purchasing, IT and external partners.
- Perform deep-dive market researches and analysis in order to better understand the customer needs and ensure an optimal digital customer experience.
- Establish timely and correct launch of new products and promotions on the website.
- Data analysis, traffic analysis and conversions are key. Based on well-found figures, you make the right choices in terms of SEO/SEO and visual content.
- Participate actively in the implementation of the project and manage day-to-day execution. E.g. Monitoring stock with the supply chain manager taking into account season peaks on the one hand and efficient minimum stock level on the other. Determining prices and margin in line with the proposed prices and margin strategy.
- Report proactively to the management on the return of online activities.

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## YOUR PROFILE

- Our E-commerce specialist is a digital native with a passion for online applications and tools.
- You have at least 5 years of relevant experience in e-commerce/digital marketing and understand business processes from marketing up to order management and delivery. A strong interest for international B-2-B sales.
- You can think strategically and love to work on hands-on e-commerce projects at the same time.
- You are entrepreneurial, a fast learner, results driven, proactive, analytic and a customer oriented and service mindset!
- You are a team player that is able to function in a comprehensive international holding structure.
- You have strong interpersonal and communication skills - fluent in Dutch, French and English.
- You have experience with several online tools (Google Analytics/Tag Manager/etc.).
- Travel is no issue.

## WHAT WE OFFER

A challenging position with ample space for autonomy and personal development

A fascinating career in a rapidly evolving and future secure water treatment industry within a financially stable company. You will become part of the Pollet business culture: a culture of entrepreneurship, collaboration, continuous improvement and a can-do mentality

A progressive and warm environment in a strong family owned group. The Pollet Group is a top player in its industry.

An attractive and competitive salary package with corresponding fringe benefits.

## HQ WAREGEM

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8790 WAREGEM  
[www.polletgroup.com](http://www.polletgroup.com)

## LET'S MEET

Stuur je C.V. en motivatiebrief naar [marie.vandewalle@polletgroup.com](mailto:marie.vandewalle@polletgroup.com)  
Meer info? Neem een kijkje op:

[www.polletgroup.com](http://www.polletgroup.com)  
[www.polletwatergroup.com](http://www.polletwatergroup.com)  
[www.polletpoolgroup.com](http://www.polletpoolgroup.com)  
[www.polletmedicalgroup.com](http://www.polletmedicalgroup.com)