

# Versele – Key Accountmanager Online (International)

## Role:

We are looking for a dynamic and enthusiastic **Key Account Manager Online** to strengthen our team. This is the ideal opportunity for a young professional with fresh ideas and energy who wants to contribute to our e-commerce initiatives. You will play a crucial role in expanding our online presence in the fast-evolving pet care market. In close collaboration with our local and international teams, you will develop and implement the strategic direction for e-commerce platforms and major online retail partners.

### 1. E-commerce Strategy & Execution

- **Develop and implement** the international e-commerce strategy with a focus on **revenue growth, brand visibility, and market position.**
- **Actively manage** key e-commerce players within the pet industry, including **specialized online retailers, omnichannel partners** (e.g., Zooplus, Maxi Zoo) and **market places** (e.g., Amazon, etc).
- **Identify and develop shop-in-shop opportunities** on digital platforms and oversee the **integration of our brands** within these ecosystems.
- **Collaborate** with **marketing, sales, and digital teams** to ensure **successful product launches, campaigns, and content** across e-commerce channels.
- **Define and optimize pricing strategies** per channel and market, aligned with **margin objectives and competitive positioning.**
- **Monitor key performance indicators** (e.g., **traffic, conversion, revenue, promotional impact**) with a focus on **continuous optimization.**
- Take on a **strategic advisory role** toward local markets for the implementation of **e-commerce best practices and brand roll-out.**
- **Analyze market trends** and developments in online pet retail and translate them into **concrete strategies and partnerships.**
- **Report regularly** to the **Global Modern Trade Channel Manager** and provide **accurate input** for **forecasting and go-to-market planning.**

### 2. Key Accountmanagement

- Conduct **in-depth analysis** of **sales, distribution, and market data** to identify **growth opportunities and risks.**
- Work **cross-functionally** with **sales, marketing, logistics, finance, and customer service** for alignment on **category management, communication planning, and supply coordination.**
- **Lead negotiations** at **headquarter level** and ensure **flawless execution** with key contacts like **category managers, online teams, and supply chain.**
- **Report regularly** to the **Channel Manager** with accurate data for **forecasting and strategic planning.**

### 3. Strategic Support

- Support the **Channel Manager** in rolling out the **modern trade strategy** in international markets.
- Contribute to the **optimization of global key account processes**.
- Collaborate with **Country Sales Managers** to align **local needs and opportunities** with international plans.

## Profile:

- You have **approximately 5 years of relevant experience in e-commerce or digital key account management**, preferably within FMCG or the pet sector.
- You hold a **Master's degree** in Marketing, (Business) Economics, or a related field.
- You have proven experience with **international e-commerce platforms** (such as Amazon, ) and collaborations with key retailers across different markets.
- You are fluent in Dutch, French, and English (both spoken and written). Knowledge of additional languages is a plus.
- You possess **strong strategic insight** and a clear affinity with digital growth and innovation.
- You have **excellent communication skills** and are able to convey ideas and insights clearly. You can easily switch between internal stakeholders, external partners, and international teams.
- You are a true team player who is open to input, actively seeks collaboration, and contributes to a constructive group dynamic.
- You have experience in a **B2B context** and are explicitly not looking for a B2C position.
- You are willing to **travel internationally** to support clients, partners, and projects.
- You are open to cross-functional collaboration and contribute to group discussions with an open mindset.

## Our offer:

- **Flexible working hours:** you benefit from flexible working hours, allowing you to maintain a healthy work-life balance.
- **Salary:** a competitive salary in line with the market, depending on your profile and experience.
- **Electric company car with charging card:** you will receive an electric company car including a charging card, enabling sustainable and comfortable mobility.
- **Fringe benefits:** we offer group insurance and hospitalization insurance, ensuring you are well protected.
- **Meal vouchers:** you receive meal vouchers worth €10 per worked day.
- **Growth opportunities:** opportunities to develop yourself within a large, ambitious, and international family business where your contribution truly makes a difference.
- **Meaningful job:** the opportunity to have a positive impact on the lives of pets and their owners worldwide.
- **Strong team spirit:** you will work within a driven and passionate team in a dynamic and growing sector.
- **Innovative environment:** a collaborative workplace that values your ideas and creativity.
- **Warm family atmosphere:** with fun team activities such as the *Versele-Laga Run* in Deinze, the *Versele-Laga Classic* cycling event, and much more.

<https://www.versele.com/nl/be>