

Versele-Laga – Key Accountmanager E-Commerce (International)

Role:

We are looking for a dynamic and enthusiastic **Key Account Manager E-Commerce** 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 and omnichannel partners** (e.g., Zooplus, Maxi Zoo).
- **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:

- You play a **key role in shaping our e-commerce strategy**.
- You will work in a **dynamic and supportive environment** that encourages learning and growth.
- We offer a varied role within an **international family-owned company** with a clear growth strategy.
- You will receive a **competitive salary** complemented by an attractive package of fringe benefits.
- You'll be part of a warm, family-oriented culture, with opportunities to take part in team events such as the Versele-Laga Run, the Versele-Laga Classic, and more.

<https://www.versele-laga.com/>