
DIGITAL MANAGER – HANSAPLAST & EUCERIN

ORGANISATION

At Beiersdorf NV we are responsible for the marketing and sales results of international skin care brands like Hansaplast, Eucerin, NIVEA, Nivea for Men and Labello. Located in Amsterdam we employ approximately 80 driven and talented employees across (Sales, Marketing, Supply Chain, Finance and HR). Together we work hard, with speed and passion to realize our ambitious commercial targets. For the the Health Care Division, we are currently looking for a:

DIGITAL MANAGER - HANSAPLAST & EUCERIN

POSITION

As Digital Manager you will define and implement the local digital strategy to grow and develop the Health Care division and the Hansaplast Brand in particular. Next to that, you will be responsible for the owned media (website) strategy and execution for Eucerin. In this role you will function as a business partner working closely together with the Brand Managers for Hansaplast and Eucerin and the E-Commerce Managers, taking responsibility for all facets of the digital landscape. The Health Care Division has been assigned as one of the company's focus pillars for strong growth and expansion in the near future. You will report to Annemieke Poot; Business Leader Health Care Benelux.

RESPONSIBILITIES

HANSAPLAST

Digital Strategy

- Develop the Digital Strategy for Hansaplast, aligned with the global digital strategy and tailored for the Dutch market and its consumers, in cooperation with the Hansaplast Brand Manager;
- Define the role of each digital asset: owned (website, FB, Instagram, YouTube channel), paid (digital advertising) and earned media (blogs, vlogs , PR);
- Carrying full brand responsibility for the Brand Hansaplast online in cooperation with the Digital Manager in Belgium and the Global Digital Business Unit;
- The Digital Manager contributes to the digitalization of the Dutch company (organization of digital events internally, spread the digital culture to the management team, training of the BM);
- Responsible for the content validation with regulatory and legal team (formally approve it via mail, register it on a shared file, re-challenge it in case of risk assessment);
- Responsible of the digital agency coordination;
- Accountable for Digital KPI's on brand and campaign level.

In lead for owned media

- Responsible for Hansaplast website, adaptation of global content and tailor with local content in line with local brand strategy;
- Manages the products updates on the website respecting SEO guidelines from the Headquarters;
- Localize the content / modules provided by the Headquarters;
- Create synergy and link with accurate social media content for netlinking purpose;
- Analyze and optimize the Hansaplast website in a consumer centric way and track campaign effectiveness on-site via Google Analytics;
- Develop packshots/ articles for website & support for new (launch) campaigns;
- Ensures the content coherence among the different devices and touchpoints (website, platform, desktop and mobile);
- Currently in NL no Instagram account, or Hansaplast newsletter: evaluate need for it and potential future strategy;
- Create relevant content calendar supporting social media assets;
- Manage and steer the Beiersdorf media center and client portal keeping the assortment up to date;
- Analyze & Optimize conversion via Buy Button.

In lead for payed media

- Close cooperation with the Brand Manager and media agency in developing online campaigns;
- Support the Brand Manager in executing these campaigns in the digital landscape (YouTube, Google Adwords, Facebook etc);
- Adaptation of global, and development of local digital campaign assets (banners, video's FB posts, SEA, vlogs, digital partnerships) together with the digital agency;
- Real time analyzing of digital assets and optimize digital campaign together with the media agency;
- Optimize path for online sales – close cooperation with the E-commerce team;
- Develop together with E-commerce team content/advertising for E-trade partners and support them on strategy;
- Activate professional digital target groups (Physiotherapist, Pharmacy Assistants);

- Brand Manager is budget owner, therefore align digital spending together and recommend for optimization.

Consult for earned media

- Support Brand Manager in PR strategy from a digital perspective.

EUCERIN:

In lead for owned media

- Responsible for Eucerin website (www.eucerin.nl), adaptation of global content and tailor with local content in line with local brand strategy in cooperation with the Eucerin Brand Manager;
- Manages the products updates on the website respecting SEO guidelines from the Headquarters;
- Localize the content / modules provided by the Headquarters;
- Create synergy and link with accurate social media content for netlinking purpose;
- Analyze and optimize the Eucerin website in a consumer centric way and track campaign effectiveness on-site via Google Analytics;
- Ensure an efficient flow on the website supporting sales (f.i. buy now buttons).

PROFILE CANDIDATE

EDUCATION & EXPERIENCE

- Master's degree;
- Relevant work experience in E-commerce and Digital;
- You will be supported with trainings/ seminars to develop digital competences further;
- Fluency in Dutch and English.

RELEVANT COMPETENCIES

- Strategic thinking;
- Passion for digital and good IT literacy;
- You have an entrepreneurial spirit;
- Strong data analysis skills;
- Team player;
- Excellent influencing, communication and presentation skills;
- Commercially minded;
- Strong project management skills;
- Performance driven, proactive and customer orientated.

Plaats Amsterdam

Ervaring 2+ Jaar

CONTACT PERSOON

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Bezoek ons online voor meer informatie: <http://hillarystep.nl/job/digital-manager-hansaplast-eucerin/>