



„You want to make a difference every day. So do we.“



Tork toilet tissue, paper hand towels and soaps are found in millions of washrooms around the world. Tork is a brand of SCA, a global hygiene group and Europe's largest private forest owner. Alongside our washroom products, we also offer an extensive range of wipers and cloths for the industrial and manufacturing sectors, as well as a complete selection of napkin products for the hospitality markets.

For our Business Unit Away from Home (AfH) in **Munich** (Ismaning) we are currently looking for an:

European E-Business Activation Manager (m/w) – New Channel Development

In this role you will support the regional commercial teams in the development, implementation and evaluation of online activation projects such as promotions, marketing and category management activities for the E-Business assigned strategic accounts.

Main Tasks

- Drive the implementation of the e-Business priorities for all countries within the region in alignment with the Business Units regional strategy, Go-to-Market strategy and Business Units digital plans
- Explore and develop medium and long-term activities for the online channel that deliver accelerated profitable growth, taking into account customer requirements, market conditions, financial requirements, small business trends and Tork brand plans
- Introduce best-in-class solutions that can be utilized by local and regional commercial teams in order to excel in Customer Experience, Omni-Channel E-Business Marketing as well as Market, Customer & Shopper Data Intelligence
- Establish new processes that will help local and regional commercial teams to accelerate its online sales growth and identify new business opportunities

Key Competencies

- Bachelor's Degree in relevant fields
- At least 4 years of B2B and/or B2C business knowledge selling through online retailers
- Work experience in fields of Marketing, Trade Marketing and Sales (Account Management) at a manufacturer or large online distributor
- Proficient in developing and activating E-Commerce trade promotions and marketing activities
- Preferably previous experience working directly with B2B online retailers (such as Amazon, Staples, OfficeDepot)

Interested? We are looking forward to your application including your salary expectations as well as your notice period. Please apply online.

Applications through email or post will not be accepted. **Ref. Number: SCA03564**

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