

JOB DESCRIPTION

(ONLINE) CHANNEL MARKETING MANAGER CONSUMER ELECTRONICS

SAMSUNG ELECTRONICS BENELUX BIG THINGS HAPPEN HERE.

The amazing products for which Samsung is known world-wide are the results of the amazing people who work here. The talent, creativity, dedication, and commitment to innovation of our people is what make us who we are. To continue to be a world leader in technology, we focus on attracting the best talent available and offer a corporate culture in which every individual can challenge themselves to discover how good they are, and how great they can become. Headquartered at Schiphol, the Netherlands, Samsung Electronics Benelux is a wholly-owned subsidiary of Samsung Electronics Co. Ltd. and a world leader in technology. We market a broad range of award-winning consumer electronics, smartphones, information systems, and home appliances. Samsung's philosophy is based on our strong determination for growth, perpetual innovation and responsibility to corporate citizenship. As a result of our commitment to innovation and unique design, the Samsung organization is one of the most decorated brands in the electronics industry. Our company is currently ranked #6 in Interbrand's "100 Best Global Brands," and named #3 on the Boston Consulting Group list as one of the world's most innovative companies.

At Samsung, we work hard - every day. It is a fast-paced and challenging work environment, and we are a nimble team that constantly pushes ourselves to be the best. If you have energy, passion, dedication and drive, and you thrive in a fast-paced workplace, the rewards at Samsung are many. Imagine working for a global company that is a world leader in innovation, in an environment where exciting things happen every day. Imagine working with an amazing group of visionaries/ individuals who make products that bring joy to millions of people across the globe every single day. Imagine where you want to be, and who you want to be. At Samsung...the possibilities are limitless. For the Consumer Electronics division, we are looking for a talented **Digital Channel Marketing Manager** to help strengthen the team Retail Consumer Electronics team in the Netherlands.

THE POSITION

You are fully responsible for developing the (online) Channel Marketing strategy of the Consumer Electronics products at the key (r)e-tailers in the Dutch market: Media Markt, Coolblue, BCC, Bol.com, Wehkamp and AO.nl. Product portfolio includes TV/AV, Monitors and Home Appliances. You manage a team of 3 people in the Benelux and report directly to the Head of Retail & Channel Marketing Blx.

TASKS & RESPONSIBILITIES

- Creating and managing commercial marketing plans with measurable results from COOP investments
- Manage Digital campaigns and sales activities based on ROI and data analysis
- Switching from traditional trade marketing to a data driven way of working by gathering campaign data and insights from channel partners
- Build solid media partnerships between Samsung and partners such as Coolblue & bol.com
- Develop media campaigns together with channel partners supporting major product launches
- Alignment of brand marketing and channel marketing covering the total funnel with one combined and targeted media plan
- Supervise creation of content strategy, product video's, review campaigns, influencer campaigns
- Managing of Brand Specialists (3 FTE)
- Gives guidance on the available options for all marketing communication tools (TTL) including product-related printed matter and coordinates all communication in this area
- Directs purchasing on suppliers (in relation to printed matter) and cost-related aspects
- Oversees the execution on all integrated marketing communication (instruments)

REQUIREMENTS

- A minimum of a Bachelor's degree required
- At least 6 years of relevant experience and passion for Digital
- Good communication skills, team player, pro-active, creative, pragmatic, sharp eye for details
- Results-oriented: Targeting campaigns and decisions to ensure that the desired results are achieved. Keeping a sharp, clear eye on targets. Resolutely and effectively working towards demonstrable results.
- Quality orientation: Sets high quality standards for products and services and acts accordingly.
- Persistence: Continues to follow a given plan of action or continues to support a given viewpoint until the set goal has been achieved or is no longer reasonably achievable.
- Planning and organizing: Setting targets and priorities effectively. Scheduling and implementing the necessary campaigns, people, time and resources to achieve certain targets. Applying these so that the intended results are achieved effectively.
- Ability to handle stress well : Able to handle stress in his/her work environment. Continues to perform effectively under time pressure, when given inadequate resources, in the face of setbacks, disappointment or opposition.
- Flexibility: ability to combine or swap various types of conduct according to the requirements of the situation. Ability to adapt his own behavioral style if problems or opportunities arise, in order to achieve a set objective.
- Organization skills
- Ability to set priorities for yourself and your team. Effective time management.
- Having worked in the past for a retailer or an agency in a similar position is a plus
- Data driven and ROI minded
- Fluent in both English and Dutch
- Passionate, committed, self-aware & creative

WE OFFER

- The opportunity to join a winning team, voted best employer year after year
- Become part of one of the fastest growing successful organization in High-tech today
- An exciting job in a company where entrepreneurship is key to success
- A good compensation package and attractive secondary benefits

LOCATION

The Netherlands - Amsterdam Area, Schiphol Airport

CONTACT

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