



Tom & Co is a young, dynamic and international retailer, which recently became independent and which is looking to build a new, dynamic company.

Our target is to become one of the most attractive and innovative retailers for Animal Care in Europe.

In order to achieve this ambition, we are building a new team with complementary functions. Actually we have the following vacancy:

Head of Digital

Your responsibilities:

As a digital and retail expert, you will develop and implement the omni-channel strategy and roadmap of Tom & Co, build e-commerce, ensure the coherence of the omni-channel strategy through all elements of the customer journey (CRM and loyalty programs, e-commerce, e-catalogue, social presence, on-line marketing, brick and mortar stores).

Specific responsibilities will include:

- Create a unique digital customer experience in an omni-channel context;
- Develop and enhance e-commerce presence (strategy, webshop, market place, logistics, activation);
- Put a structured content marketing strategy in place for our website;
- Continuously drive innovation into our digital marketing campaigns and e-communications;
- Work with the marketing team and the wider business to develop a cohesive strategy for social media and implement a clear process;
- Work with the sales, logistics and IT teams to support the development of the technology and the fulfilment processes;
- Find the right agency(s) to partner with as well as identify key skills needed in-house;

- Be the internal advocate and champion for Tom & Co's digital transformation.

Tom & Co is a young and dynamic company. Your responsibilities may enlarge in the near future.

You will be part of the Management team and report directly to the CEO.

Profile:

You are passionate about retail (on and off-line), animals and technologies in general.

You love challenges and fast changing environment.

You are a strong people manager, with excellent communication skills and a results-driven work attitude.

You have strong analytical skills, you demonstrate the ability to build and lead projects and manage change.

You have a creative and innovative mind-set, have strong strategic thinking and a 'hands-on attitude'.

You have a master in Marketing, ICT or alike or have built enough experience in these field to have acquired relevant skills.

You have at least 5 years' experience in Digital Marketing, with a track record of transforming businesses, websites and overall digital presence. Retail experience will be an advantage. You are passionate about digital and have the drive and determination to champion the role of digital in transforming Tom & Co and creating an industry-leading player.

You have experience with new digital marketing and communication trends and know how innovative technologies can bring competitive advantage, both in the on-line world and in a bricks-and-mortar environment.

You are fluent in English, Dutch and French.

Interest ?

Please send your CV to Nathalie De Greef by mail (ndegreef@tomandco.be).