



Job Opportunity:

Senior Project Manager - Online Merchandising & Customer Support

Are You Ready to Lead in the Dynamic World of E-Commerce?

Are you an ambitious, energetic leader with a passion for innovation? Join **D-Side Group** as a **Senior Project Manager**, where you'll play a pivotal role in shaping online webshops, optimizing operations, and delivering premium customer experiences.

This is your opportunity to work alongside an experienced account manager, gaining firsthand exposure to the fast-paced e-commerce landscape. You'll manage client relationships, oversee complex projects, negotiate with suppliers, and ensure seamless execution—all while driving value for a diverse portfolio of global clients.

About Us

At the heart of **D-Side Group**, our **Corporate & Promotional Merchandising** division has been a trusted partner in creating innovative promotional products and branded apparel since 2002. Operating across Europe, the Middle East, and Asia, we bring creativity and precision to every client project, from events and product launches to large-scale marketing campaigns.

Our diverse clientele spans dynamic industries, including automotive, healthcare, and beverages, making each project a unique and rewarding challenge.

Key Responsibilities

Strategic Leadership in E-commerce Merchandising

- **Product Strategy:** Define and lead the strategic direction for online product assortment, ensuring the seamless integration of luxury collections and spotlighting key items during critical shopping periods to drive revenue.
- **Merchandising Vision:** Architect and implement a forward-thinking digital merchandising strategy aligned with overarching business objectives, establishing benchmarks for brand differentiation and market leadership.
- **Digital Experience Optimization:** Champion best-in-class user experience (UX) and user interface (UI) practices, collaborating with senior design and technology teams to create an immersive and engaging luxury shopping journey.
- **Content Oversight:** Direct the development and execution of content strategies, ensuring all digital assets reflect the brand's luxury ethos and resonate with target audiences.
- **Inventory Leadership:** Lead cross-functional efforts with operations and supply chain teams to maintain optimal stock levels, leveraging predictive analytics to align inventory with market demand.

Promotions and Campaigns

- **High-Impact Campaign Development:** Spearhead the conceptualization and execution of high-profile seasonal campaigns, product launches, and exclusive promotions, ensuring alignment with the brand's luxury positioning and business goals.
- **Integrated Marketing Leadership:** Partner with executive-level marketing, sales, and operations stakeholders to deliver omnichannel promotional strategies that drive engagement and amplify brand presence.
- **Performance Metrics and Insights:** Set and monitor performance KPIs, delivering data-driven insights to optimize promotional effectiveness and improve ROI.
- **VIP and High-Value Engagement:** Lead the design of exclusive online events and experiences tailored to VIP clientele and loyalty program members, enhancing brand loyalty and customer lifetime value.

Executive Project Management

- **Strategic Oversight:** Lead and direct multiple complex e-commerce initiatives, ensuring timely delivery within budget and to the highest standards of quality.
- **Stakeholder Alignment:** Act as the central point of contact for senior stakeholders, driving alignment across creative, digital, marketing, and sales teams to ensure a unified approach.
- **Vendor Partnerships:** Build and maintain strategic relationships with external agencies and technology partners, ensuring timely delivery of assets and campaigns that meet the brand's exacting standards.
- **Resource and Budget Governance:** Manage and optimize substantial budgets, ensuring cost efficiency without compromising on innovation or brand integrity.

Data-Driven Leadership

- **Analytics for Innovation:** Lead the use of advanced analytics and reporting frameworks to evaluate e-commerce and promotional performance, translating insights into actionable strategies that drive continuous improvement.
- **Experimentation and Optimization:** Oversee A/B testing initiatives, ensuring insights are leveraged to refine digital merchandising approaches and elevate the customer experience.
- **Market and Technology Trends:** Stay ahead of industry advancements, competitive strategies, and emerging technologies, ensuring the brand remains a leader in the luxury e-commerce landscape.

Qualifications

Education & Experience

- Master's degree in Marketing, Business Administration, or a related field preferred.
- 8+ years of leadership experience in e-commerce merchandising, digital marketing, or luxury retail, with a proven track record of driving strategic initiatives at scale.
- Deep expertise in e-commerce platforms, consumer behavior analytics, and digital merchandising strategies within the luxury sector.
- Demonstrated success in leading cross-functional, senior-level teams and managing multi-million-dollar budgets.

Leadership & Skills

- **Strategic Vision:** Strong strategic mindset with the ability to translate business objectives into impactful e-commerce initiatives.
- **Analytical Expertise:** Proficient in leveraging data analytics to inform decisions and optimize digital performance.
- **Executive Communication:** Exceptional communication and presentation skills, capable of influencing at the C-suite level.
- **Luxury Market Acumen:** Deep understanding of the nuances of luxury branding, ensuring all online activities uphold the highest standards of exclusivity and prestige.
- **Operational Excellence:** Proven ability to lead high-performing teams, manage competing priorities, and execute complex projects in a dynamic environment.
- **Technical Savvy:** Advanced knowledge of tools like Excel, analytics platforms, and CRM systems, as well as familiarity with emerging digital technologies.

Languages

- Fluency in French and English (written and spoken) is required; proficiency in Dutch is a significant advantage.

Why Join Us?

- **Global Impact:** Join a renowned luxury brand with a global presence, influencing the future of e-commerce at an executive level.
- **Leadership Growth:** Be at the forefront of driving transformational change in a dynamic and evolving industry.
- **Values-Driven Excellence:** Thrive in an organization committed to innovation, sustainability, and excellence in every aspect of its operations.
- **Inspiring Culture:** Collaborate with visionary leaders and creative teams to make a lasting impact in the luxury retail sector.

Ready to embark on this journey? Let's shape the future of e-commerce together!

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