

E-Commerce Sales Channel Manager in Power Tools

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Company: Bosch

Location: İstanbul

Category: other-general

Job Description

Manage continuous, long-term oriented, and profitable business with selected major online players in Turkey and Middle East, both direct customers as well as marketplaces.

Identify potentials, define strategy and provide solutions to support & realize online business model in Turkey and Middle East. Continuously identify improvements and align with rest of organization.

Drive growth through implementation of qualitative targets, like product listing, range management, promotions & campaigns, user engagement. Implement centrally developed online marketing campaigns, with focus on Bosch one-Power Tools and cross-selling.

Support growth of overall Bosch Power Tools online business in Turkey, by creating a supporting environment for independent dealers at leading marketplaces (Trendyol, N11, Hepsiburada, Amazon).

Continuous transfer of customer requirements, questions and potential improvements to RBD (Regional Business Director).

Plan and initiate regular customer meetings and presentations.

Contract negotiations with defined key accounts and marketplaces.

Lead a team of E-Commerce Managers in Power Tools.

Qualifications

Minimum bachelor's degree in marketing, Digital Marketing, Business, Economics, Engineering, Social Media Management

Minimum of 4-5 years of experience in the field of eCommerce, Digital marketing, or sales to digital platforms

Fully fluent in English language

Entrepreneurial thinking and ability to work self-directed

Sales knowledge: negotiation skills, customer orientation, key account management

Strong communication and presentation skills

Strong strategic and analytical skills

Proven leadership skills, preferably experienced in team-leading

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