

Turkey Jobs Expertini®

Education & Transformation Manager, Professional Products

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Company: L'Oréal

Location: Istanbul

Category: other-general

The world leader in beauty, present in countries on five continents! Our international brands include L'Oréal Paris, Kiehl's, Vichy, Giorgio Armani Beauty, Garnier, Yves Saint Laurent Beauté, Ralph Lauren, Maybelline New York, Kérastase, Biotherm, Lancôme, NYX PMU, L'Oréal Professionnel, Vichy, La Roche-Posay, Diesel, Cerave, our local brand İpek and more. For more than a century, L'Oréal has devoted itself solely to one business: beauty. We strive to be the st **beauty-tech** company all around the world! **Beauty**s a powerful force that moves us. Our goal is to offer each and every person around the world the best of beauty in terms of quality, efficacy, safety, sincerity and responsibility to satisfy all beauty needs and desires in their infinite diversity. Our ambition for the coming years is to **create the beauty that moves the world!**

If you are ready to take charge of your career and join us on our quest for the next billion consumers, follow us to get the insider scoop on our business, culture, and tips on how to join us to shape the future of beauty. Join our **Professional Products Team!**

WHAT YOU'LL DO

Design new O+O personalized education experiences with ACCESS at heart and support the implementation:

Create an effective eco-system that nourishes the always-on improvement and feedback: stylists' surveys, World-wide education best practices, O+O content format playbooks etc...

Journeys: Design the new O+O stylists journeys that correspond to new O+O business models: which journeys for which stylists profiles or clients, on which platforms with clear impactful objectives Identify new learning content paths/journeys opportunities to leverage, in line with

the future education needs. Raise awareness for all content creators. Leverage and strategize each new platforms and formats to perform Education new best practices in line with the new business needs e.g: Livestreamings that drive to sale.

Academies: Assess all academies to ensure efficiency and high level of experience Enrich the new vision of this O+O new experiences flagship through the global guideline and share or design all resources needed to allow countries set up their own new academy. Share all countries best practices to inspire and improve according to new technical digitalization equipment and new sustainability programs.

Ensure always on upskilling of our Education workforce in line with the future of the profession such as : New pedagogical ways of delivering on-line and off-line education, new digital and commercial competencies to develop etc... with all relevant content for educators to have access to self-learning dedicated to their profession.

O+O Monetization of Education: define the right education commercial strategy to increase the business value of our content (cost/revenue/ invest) and leverage the power of our platforms (ACCESS / LPS) to give high qualitative services to our stylists and clients. understand all countries approaches and align to define a clear vision for the future. Education that sells products as a channel and Education sold as a service. in order to unify countries policies and operate the change to ensure a strategy aligned with the PPD vision, consistency in the features, prioritization in countries development and platforms capabilities. to define our future education business model, and align with all subscription stakeholders (in PPD + Group) to be part of the current global discussion and development. Create an effective eco-system that nourishes the always-on improvement and feedback: stylists' surveys, World-wide education best practices, O+O content format playbooks etc..

Build, manage and develop long-term Ecommerce relationships in order to achieve the targeted sales revenue by increasing the brand's online presence.

DO YOU HAVE WHAT IT TAKES

years' university degree

Strong analytical problem solving and negotiation skills

Excellent communication skills in English

Driving license (B)- Active, able to travel

Previous team management experience is required

Minimum years of learning, coaching, education and/or commercial development experience

Strong team management experience will be expected

WHAT COULD L'ORÉAL OFFER YOU

The ultimate place to win and achieve your career dreams if you take initiative and push the boundaries while helping others shine along the way

Work with some of the biggest brands and experts in the business, and the most passionate people

A diverse environment

Opportunity to be at the center of digital transformation

World class training and development

WEARELOREAL

Take a closer look at our world!

Puedes inscribirte en un máximo de tres ofertas en un período de días.

No puedes retirar tu solicitud una vez enviada, así que asegúrate de elegir la posición que mejor se adapte a tus habilidades y aspiraciones.

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