

DAKINE

ECOMMERCE SPECIALIST

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|-------------------|---|
| Department | Sales |
| Region | Arendonk |
| Contract | 5/5 |
| Manager | Romain Gardair (Brand Director) |
| Office | Hoge Mauw 175, 2370 Arendonk |
| Website | https://allsport-group.com |

COMPANY

All Sport is a family-owned business founded in Belgium in the 1970s, where the headquarters and warehouse are still located today. Over the years, our company and organization have grown internationally.

Our goal is to successfully establish brands within the European market by focusing on customer needs, maintaining close contact with the brands, and translating them to the local market.

Our sales teams invest in long-term, local relationships with our customers. They are driven by their ambition to inform, inspire, and provide support.

We stand out through our personal approach and solution-oriented mindset. We invest in local offices, showrooms, the integration of specialized sales teams, and multilingual customer service.

VALUES OF OUR COMPANY

| | |
|------------------------|--|
| Passion | We use our drive and commitment to motivate and inspire others. |
| People | People are the core of our company, they make the difference. |
| Entrepreneurial | We are ambitious and not afraid to take on new challenges. |
| Diversity | We believe that diversity promotes creativity and that different perspectives feed the best ideas. |

FUNCTION

As the Dakine Ecommerce specialist you are responsible for managing and optimizing Dakine.com. This includes overseeing website performance, product listings, promotional calendar, digital marketing campaigns, and customer experience to drive revenue growth. The website operates in Western Europe countries with multiple languages and currencies.

YOUR PLAYING FIELD

Online store management

- ▲ Manage day-to-day operations of the e-commerce website (based on Shopify Plus)
- ▲ Ensure product listings are accurate, up-to-date, and optimized
- ▲ Monitor website functionality, UX, and performance

Product & merchandising

- ▲ Upload and maintain product information (descriptions, images, pricing)
- ▲ Brief content creation to the Dakine design team when needed. (Specific Banners, product shooting)
- ▲ Optimize product pages for conversion (SEO, content, visuals)
- ▲ Plan and execute online merchandising strategies

Digital marketing

- ▲ Manage traffic acquisition by implementing a holistic funnel approach (SEA, Paid Media, CRM, SMA)
- ▲ Plan and execute promotional marketing calendar across channels (email, paid ads, SEO, social)
- ▲ Collaborate with Dakine marketing manager to integrate key launches and content

Analytics & reporting

- ▲ Track KPIs such as conversion rate, AOV, traffic, and revenue
- ▲ Provide insights and recommendations for growth

Customer experience

- ▲ Work closely with customer service to monitor customers feedback and resolve issues impacting sales
- ▲ Ensure a smooth user experience on the website

Sales planning

- ▲ Build a 12 months forecast together with the Brand Director
- ▲ Manage product availability and assortment based on sales

KPI

- ▲ Traffic growth / Online revenue growth / Conversion rate / Average order value (AOV) / Customer retention rate / Consumer acquisition

COMPETENCIES

We would like to see the following competencies come to life when performing this job, which are linked to the 4 core values within our company:

Passion

- ▲ Speak the language of the consumer
- ▲ Have a passion for sport in general and action sports in particular
- ▲ Passionate about Direct to Consumers business

People

- ▲ Take pride in being part of a team where everyone contributes to the team success
- ▲ Service-oriented

Entrepreneurial

- ▲ Think action and solution-oriented
- ▲ Proactive and take responsibilities

Diversity

- ▲ Think out-of-the box, you question yourself but also others to get better together

EXPERIENCE AND KNOWLEDGE

- ▲ Bachelor/Master communication
- ▲ Experience with Shopify Plus
- ▲ Sales mindset with a proven digital commerce experience (planning and executing promotional campaigns)
- ▲ Capacity to plan and execute marketing campaigns and knowledge of CRM/email tools
- ▲ Strong planning and reporting skills
- ▲ Affinity with Action Sports and Sports in general

WHAT DO YOU GET IN RETURN

- ▲ A market-competitive salary package
- ▲ Expense allowance
- ▲ Company laptop
- ▲ Flexible working hours, including the possibility to work from home
- ▲ Hospitalisation insurance
- ▲ Bicycle & car leasing options via a salary exchange scheme
- ▲ You will join a professional environment where you can work independently, while always being supported by a strong internal team

READY FOR KICKOFF?

Can you already see yourself sprinting toward success in this role? Apply now and become our Ecommerce specialist! Together, we achieve top performance, both in the workplace and beyond.

For more information, contact our HR Executive at kimberley.bruers@allsport-group.com

