



Unilever

WE ARE LOOKING FOR

Home Care Digital Experience Lead

POSITION IS NOW OPEN

Responsibilities

- Responsible for leading the Home Care Category in digital environment.
- Performance Marketing optimization in weekly basis.
- Analyze and discuss business performance with related brands to identify opportunities.
- Creating and implementing the e-commerce strategies, customer journeys, promotions and digital communication.
- Lead the Content Platform agenda – identify opportunities to optimize online customer experience for new customer/data acquisition.
- Leading and producing content for Content Platform.
- Analyzing Google Analytics in respect of new data acquisition
- Delivering data agenda in brand/ always on agenda
- Actively contribute to business team projects to develop and refine the market penetration – with data focus.
- Execute campaigns for data collection through customer touchpoints (based on data strategy), value exchange
- Inflight optimization of communications plan, dynamic, real time allocation of budgets based on KPIs, including AB testing.
- Play a role in developing and standardizing analytical tools, frameworks and processes, to level up and democratize analytically grounded decision making at all levels of the business
- SEO, SEM strategy of HC products
- Tracking the PSO material performances to optimize the conversion rate
- Managing relationships with 3rd party vendors and service providers
- Analyzing consumer behavior through related analytic tools (Google Analytics, Dataroid etc.) to prepare daily reports and insights

Key Requirements

- Preferably 1-4 years stakeholder management experience within digital ecosystem
- Understanding of full funnel online customer journey touchpoints with a digital campaign management experience.
- Passionate about data and performance marketing, able to synthesize data and translate it into insights driving business decisions.
- High “bias for action” and leadership. Right Mental Attitude – open communication & walk the talk
- An excellent English language communicator with senior stakeholders, peers and reports (conversational and presentational)

- Excellent listening skills and the ability to understand and articulate customer needs in business and more technical vocabulary
- Experience working as or with marketing stakeholders/agencies and an understanding of their likely challenges and information requirements.
- Experienced project manager, particularly in terms of project planning, and forecasting demand.
- Facilitation and capability building skills. Able to contribute to a significant change program.
- Organizational change-agent mindset.

