

Senior Omnichannel Manager

Location:
Aarhus

Contact person:
Linette Andersen

Mail:
lan@whiteawaygroup.com

Deadline:

If you are excited about the prospect of shaping the future of omnichannel retail in the home appliance industry, then we'd love to hear from you!

About Whiteaway Group

Our journey at Whiteaway Group began with a simple idea, a commitment to our customers, and a passion for digital innovation. Today, we stand as a successful retailer, selling and delivering household appliances across all of Scandinavia. We're change-makers at heart - it's the core of everything we do.

What we do

In our business portfolio we are running a well-known home appliance brand in Denmark called Skousen with a web shop and 60+ franchise stores. The brand is also represented in Norway, where we have been since 2015 and today are running a web shop and around 20 stores. We have a strategic ambition to evolve our omnichannel strategy and deliver seamless experiences across all touchpoints and this is where you come into the picture.

What you'll do

You will be part of our B2C team and as our company's Senior Omnichannel Manager, you will be responsible for owning the full omnichannel experience across departments. Your focus is on the customer journey and experience, while also having the necessary commercial- and sound business understanding.

You will play a crucial role in ensuring that our omnichannel strategy is integrated into every aspect of our business operations, from sales and marketing to technical solutions, logistics and customer service. This role is ideal for someone who is passionate about driving collaboration, securing stakeholder buy-in, and spearheading progress in an energetic and fast-paced environment.

Key responsibilities

Take ownership of developing and driving the roadmap for omni activities, ensuring alignment with overall business objectives:

- Make a detailed activity plan based on roadmap as well as already identified areas and initiate actions,
- Collaborate with cross-functional teams to optimise omnichannel activities, ensuring stakeholder alignment, ownership, and supporting training programs for enhanced capabilities,
- Stay informed on industry trends in omnichannel retail, drive innovation and differentiation by developing business cases, and identify improvement opportunities across channels,
- Monitor and analyse omnichannel performance metrics, providing insights and recommendations for continuous improvement

Your profile

- 2+ years of experience in a relevant role, preferably in retail with exposure to franchise concepts
- Strong stakeholder management skills, with the ability to influence and collaborate effectively at all levels of the organization
- Proven track record of driving progress and implementing omnichannel strategies in a cross-functional environment
- Excellent communication skills, with the ability to convey complex concepts in a clear and concise manner
- Enthusiastic, self-motivated, and adaptable, with a passion for driving positive change

We like to think we have quite an amazing workplace, including:

- An energetic and international environment with room for you to be you,
- Endless opportunities for your own professional development and for you to make an impact on your work life,
- A flat, informal organisation with short decision-making processes,
- Attractive settings such as: flexible work hours, health care, lunch scheme, Friday breakfast, gym, and active staff association.

Inclusivity at Whiteaway Group

We are committed to creating an inclusive environment for all employees. We welcome applicants from all backgrounds, beliefs, and identities. If you require specific accommodations during the hiring process or within our workplace, please let us know so we can ensure your application process is as accessible as possible.

How to apply

If you have any questions about the position, please contact Head of Business Development in the B2C team, Linette Andersen by mail: lan@whiteawaygroup.com.

We will screen and interview on an ongoing basis – so please do not hesitate to apply. Applications are accepted in Danish and English.

Please note that applications are only accepted via the "Apply" button.