

**2019.2 | Job profile**

# Key Account Specialist

## Rituals

**ORGANISATION PROFILE****Introduction**

Rituals cosmetics is the first brand in the world to combine Home & Body Cosmetics in a product line of soothing body and facial creams, eau de parfum, tea, scented candles and precious mineral make-up. Inspired by authentic Eastern rituals, Rituals Cosmetics is all about paying special attention to everyday routines – transforming them into meaningful rituals in the process. The very first Rituals Cosmetics shop opened in 2000, in Amsterdam at the Kalverstraat. Since then, the company has opened locations all over the world, including in London, Madrid, Antwerp, Lisbon, Berlin, Stockholm and New York. Beside the stores and online Rituals is rapidly growing in the travel sector by collaborations with companies like airports and hotels.

At the beautiful local head office in the centre of Amsterdam more than 350 colleagues support all the different Rituals business lines. The culture of Rituals is characterized by a pleasant atmosphere, there is a positive and energetic vibe in the office. The people work hard and are passionate about the company. There is a strong brand experience.

**Facts and figures**

- In 2017 turnover has grown 36,4% to € 544 million;
- Profit grew as well to € 54.7 million;
- 625 stores 1850 shop-in-shops;
- 5250 employees;
- Active in 27 countries;
- Collaboration with 120 luxury cruise liners, 10 airlines and numerous hotels.

**Strategy**

Rituals wants to expand at a high pace next year, the target is have more than 1000 stores before 2020. Online sales is also growing rapidly, this year the sales must double the amount of last year. The stores are vital to the Rituals brand, being one of the key moments of truth: Rituals inspires people to come into

their store and experience their products, they organize events to activate the brand and engage customers with story-telling.

Rituals has three strategies to let customers return to their (online) stores and drive growth of the brand. Rituals has more than 300 new products every year (1). New products are fun for the customers but also for the staff. They also like working with new products. The company has a number of 'permanent' rituals collections (2), of which the Ritual of Sakura is the bestseller. This ensures the most turnover, and remains the longest in the store. Every two or three years it will be completely redesigned. There are limited editions twice a year (3). For example, the company wants the regular customers to discover something new, without having to go to another brand.

Find out more on: [Rituals.com](https://www.rituals.com).

**Supply Chain Organisation**

Rituals is a privately owned company. It was founded by Raymond Cloosterman and he is the CEO of the company. The Supply Chain department is being led by [Mark Hoppenbrouwers](#). He manages 6 teams:

- Logistics;
- Wholesale & Travel Supply Chain;
- Retail Supply Chain;
- S&OP Demand Planning;
- Supply Planning;
- E-commerce Supply Chain.

**PROFILE POSITION****General**

As a Key Account Specialist, you will strengthen processes by building strong relationships with your customers and Rituals' stakeholders (departments such as sales, logistics, finance and business technology).

In this role you will rapport to our Wholesale and travel Supply chain manager, [Hansje Helfer](#). She is responsible for a team of 2 coordinators and 4 specialists.

### Areas of responsibility

The general supervision of the Order to Cash process will also be part of your responsibility and contains the following steps:

- Excellent execution of orders: EDI, pricing;
- Liaising with our logistics department regarding lead-times, volumes and timing;
- Monitoring successful launches and promotion planning;
- Sharing and improving KPI's and our dashboard;
- Oversee financial flow together with Rituals' financial department;
- Visit your key accounts once or twice a year.

### INTERVIEW

#### Raymond Cloosterman, CEO:

“Rituals is about helping you slow down the pace of your busy life, about creating meaningful moments and to remind you to experience these moments with joy. Our ambition is to become the number one global luxury brand in cosmetics. And for that we need passionate, energetic, ambitious and driven people to help us achieve our goals. This might feel like a paradox, but within our company meaningfulness and performance complement each other like yin and yang. People are the ultimate ambassadors of our brand.

In our company and in particular in our team the ambiance is dynamic. The 30 to 40% growth of Rituals attracts young people with an entrepreneurial mindset. E-commerce will keep growing even faster. Many things are not found out yet, you will have to take a lot of responsibility and think like a startup. The speedy growth will sometimes give pressure and more than in a corporate company you will have to solve problems and pick up smaller tasks. What I like about our company is that it stays very personal, I feel a close connection with my colleagues.

The employees are seen as the ultimate ambassadors of the brand. However, we believe that the most suitable people are those who share our values and with whom the brand's philosophy resonates. After all, understanding the values helps to translate them into action and practical behaviour. The ultimate Rituals employee radiates enthusiasm and energy. He or she reaches for the impossible, truly cares, isn't fazed by

challenges, and enjoys working with others. These behaviours have shaped us into the successful company we are today.”

### PERSONAL PROFILE

#### General

You are keen to be the best in class within your profession. You are flexible, you enjoy making things better every day and you value creative thinking and teamwork. You love to create customer experiences in the Ritual stores all over the world.

#### Education and experience

- A bachelor or preferably master degree in Business Economics, Business Administration or Supply Chain;
- 3 to 5 years of relevant working experience;
- Experience with Customer Service;
- Advanced knowledge of Excel and Powerpoint;
- Experience in E-commerce, Retail or FMCG environment is a plus.

#### Competencies

- Analytical skills;
- Problem analysis;
- Planning and Organizing;
- Communication skills;
- Entrepreneurial;
- Initiative;
- Flexible behaviour;
- Accurate;
- Able to handle stress.

### EMPLOYMENT CONDITIONS AND LOCATIONS

Rituals offers a varied role within a young team at our beautiful head office located at the Keizersgracht in Amsterdam. Besides, you can enjoy daily lovely lunches, yoga at the office and many opportunities to stay healthy, such as our running or hockey team. The salary offered is in line with market conditions and you will be given the opportunity to make the fullest use of your talents. The organization offers you an ambitious and pleasant international working environment.

### WHY IS THIS AN ATTRACTIVE ROLE?

This is an attractive role for an ambitious supply chain professional that is looking for a role in a vibrant organization with lots of possibilities for personal development and growth. More than in similar roles at other companies you will be able to show entrepreneurial behaviour and help to build our company. You have the chance to make impact, many things

have to be find out yet. There are chances to build up things and learn quickly. You will experience freedom in this role with much diversity.

## SELECTION PROCESS

The interviews at Career Openers will be conducted by Peter Freriks. After the most suitable candidates have been presented to Rituals, interviews with the employer will follow. Hansje Helfer, Mark Hoppenbrouwers and Frédérique Milders (Recruitment) will definitely be attending. An online test will be part of the selection process

## INTERESTED IN THIS ROLE?

If you are interested in this role, please send us your CV and a brief motivation letter through the registration page on our site ([www.careeropeners.nl](http://www.careeropeners.nl)).

## MORE INFORMATION

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