

Job Title: Head of eCommerce

Key Job Requirements

1. JOB DETAILS

JOB TITLE:	Head of eCommerce
IMMEDIATE MANAGER:	COO
DIRECT REPORTS:	X 3
DEPARTMENT:	Sales
LOCATION:	Office Based - Margate

2. JOB PURPOSE

Reporting to the COO the post holder is responsible for the achievement of the sales target of all the company's UK based websites. Full management of the eCommerce platforms will be part of this role with oversight of marketing activities via it. The Head of eCommerce will be responsible for the generation of sales in line with company strategy from the websites and online channels.

This is a Senior role responsible for a significant turnover and profit centre for the company. The holder will be fully responsible for the sales target of this segment of the company.

Note: The Brand and product marketing is undertaken elsewhere in the company – the role does not require an in depth working experience of day to day marketing and management of it.

The Head of eCommerce will be required to be involved in other business projects as and when required.

3. MAIN ACCOUNTABILITIES

This job description aims to give a broad outline as to the requirements of the role. Where jobs have more than one post holder, there may be variations in accountabilities. Management may ask employees to undertake reasonable additional duties to those outlined, based on the post holder's personal skills, experience and developmental needs. Where there are no specific references to health and safety accountabilities, employees are reminded of their statutory duty to protect their own and other people's health, safety and welfare at all times.

Responsibilities (not limited to):

- Hands on leadership of the team and eCom systems - a person who is happy with the detail as well as delivering and briefing the Board on sales and strategy.
- Achieve the stretching sales target for the eCom channel.
- Preparing and launching new products and ranges on the websites
- Maintaining website catalogues for UK, EU and Global business units.
- Controlling all focus and product content areas – commissioning, maintenance and timed removal.
- Reacting to short term marketing and PR opportunities created by the Brand teams or from external factors to obtain additional sales.

- Contribute user knowledge and functional input to new designs, other web-based applications in support of various marketing campaigns and initiatives
- Knowledge at a high level of products and focus areas, and maximising revenue from these in a timely manner
- Managing the day to day functionality, testing and upkeep of the website and application
- Work closely with and management of 3rd party agencies to deliver bugs and enhancements to the existing platform
- Test and quality assure all launches - proactively finding and fixing bugs, making changes and updates in response to internal and external demands.
- Database administration (creating products, pages via the CMS, modifying CMS managed content and fields)
- Monitoring and maintenance of deployed web assets to ensure optimal performance and availability
- Commissioning of graphical signage
- Suggest and implement eCommerce initiatives. Focused on driving sales and commercial activity
- Liaise with Brand Managers to ensure optimised items – e.g. related product rules, detailed product descriptions, videos and imagery
- React to sales targets, product arrivals, news etc and link to website activity
- Undertakes A/B and multivariate testing for improved sales.
- Monitors uptime and acts as first response on critical alerts
- Review bugs/fix status with web agency and assess priorities with Head of Systems
- Create internal emails & MI to promote successes/results/initiatives
- Work closely with Marketing department to ensure any offline activity is reflected online
- Support all aspects of the online marketing mix – website, email, SEO, PPC, Affiliates and display. Liaise with external agencies and internal colleagues as required
- Regular review and updates in Google Analytics etc (annotations etc). Look for trends, changes, areas to improve or alert.
- Provide monthly sales and performance data for board review
- Prepare annual online budgets

4. LEVEL OF AUTONOMY AND DECISION-MAKING

Mainly autonomous with regular discussion and input from the COO, Executive Management team and Brand Managers.

5. COMPLEXITY

The main sources of complexity are:

- Experience and ability to deliver a Sales budget via best practice eCommerce principles
- Expert knowledge of current trends in eCommerce sites and useability
- Managing each brand's distinctive objectives.
- Process and legal compliance (Online sales/ GDPR).
- Development of experience and knowledge of the companies products.
- Operating 27 websites in multiple languages, currencies and where stock is located in different continental warehouses.

6. PROFILE

The successful candidate should have the following characteristics:

- Commercially focussed and able to suggest and implement initiatives to hit targets
- Very Strong experience in using CMS based eCommerce platforms
- Be an experienced people manager specifically in a digital/online environment
- Experience of PPC and SEO strategies.
- Experience of managing external agencies and affiliate programmes.
- HTML and Google Analytics awareness.
- Familiar with or experience of working with other retail channels. E.g. eBay / Amazon
- A positive outlook and desire to work hard but have fun doing so
- Confidence to engage all levels within the business and effectively manage direct reports
- Excellent organisational skills – able to effectively manage conflicting priorities.
- Excellent communication, written and numeracy skills.
- An enthusiasm for the Company's products.
- Willingness to work in a busy office
- Intermediate MS Office user (Word, Excel, Powerpoint)
- Ability to work to deadlines