

eCommerce Manager

Reports to: Chief Financial Officer

Classification: Exempt / Salaried

JOB SUMMARY:

The eCommerce Manager oversees the company's online sales. This role is responsible for generating sales through the internet and our stores as customers use the internet to support their shopping across all available channels.

ESSENTIAL FUNCTIONS:

1. Develop marketing programs to bring traffic to our website.
2. Create and maintain an online business plan to support and bring consumers to our brand.
3. Manage and execute an online specific merchandising strategy.
4. Plan and implement online sales promotional strategies to optimize sales and gross margin.
5. Develop, execute and maintain online acquisition and retention programs via email, social media and customer acquisition campaigns.
6. Oversee Search Engine Optimization (SEO) and Search Engine Marketing (SEM) initiatives and develop/optimize content to increase traffic and ranking in search engines.
7. Develop and execute multi-channel strategy to support consumers as the connection between online and brick & mortar shopping continues to meld.
8. Assist in system resolution as needed to assure positive customer experiences when visiting our website.
9. Stay current with industry trends, benchmarks, best practices and technology developments that can improve the way we serve our customers.
10. Assist and provide thought leadership in the planning activities of future site enhancements needed to continue to enhance the customer experience.
11. Work to achieve financial objectives by adhering to budget; monitoring sales, expenses and income to meet company objectives.
12. Provide analytical reports of online sales to identify opportunity through understanding.

REQUIREMENTS:

1. Previous experience working with a commerce website.
2. Prefer BA /BS degree in business, marketing, or a technical field.
3. Proven experience in a fast-paced, high growth environment with a track record of success in leading cross functional initiatives.

4. Deep understanding of online user experience fundamentals, retailing best practices and web technology applications.
5. Expert communication skills, both verbal as well as written.
6. Excellent leadership and change management skills.
7. Wide degree of creativity and latitude.
8. Ability to meet objectives with minimal direction.
9. Drive, energy and the ability to lead and energize others to capitalize on opportunity.