JOB DESCRIPTION

| **Title** | E-COMMERCE MANAGER | | |
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| **Reports To** |  | | |

**Job Purpose**

The **E-Commerce Manager** is accountable for the [ORGANIZATION NAME]'s online sales. This role is responsible for the design and feel of [ORGANIZATION NAME]'s website and for driving sales through online channels. This role may oversee digital marketers, web and software engineers who contribute to website traffic, design, and structure, depending on their function as well as provide back-office support to sales and customer service representatives.

This E-Commerce Manager is important in ensuring the success of [ORGANIZATION NAME]'s ecommerce. The successful E-Commerce Manager leverages customer-centricity in ensuring conversion of visitors to [ORGANIZATION NAME]'s ecommerce site,

**Duties and Responsibilities**

* Managing all online activities pertaining to traffic acquisition, sales conversion, A/B testing, and reporting.
* Creating and implementing an ecommerce strategy to enhance website performance.
* Collaborating with developers to enhance website speed.
* Collaborating with the marketing team or supervising digital marketers to enhance quality and traffic acquisition.
* Ensuring seamless mobile functionality of [ORGANIZATION NAME]'s site.
* Conducting market research to identify emerging trends and technologies to enhance website performance.
* Analysing various data to provide data-driven plans that would engender top performance and meet KPIs.
* Managing digital marketing platforms including PPC, SEO, Display, affiliates, email marketing, and social media.
* Creating a content calendar and monitoring the uploading and maintenance of website landing pages.
* Performing other related duties as assigned.

**Qualifications**

* Bachelor’s degree in Digital Marketing or any related field.
* X years’ experience in ecommerce or a similar role.
* Experience in implementing digital marketing concepts such as PPC, SEO, social media, display and affiliate channels.
* Demonstrated ability to develop and implement retail and eCommerce-focused digital marketing strategies.
* Knowledge of understanding of UX, web design, customer flow and web analysis.
* Knowledge of Attribution modelling, website speed optimization, A/B testing, conversion management, sales journey optimization, traffic analysis and reporting tools.
* Excellent understanding of website and marketing analytics tools is required/a plus.
* Working knowledge of ad serving tools is required/a plus.
* PPC campaign setup and optimization experience on all major digital platforms is required/a plus.
* Understanding of HTML, CSS, and JavaScript development and constraints is required/a plus.
* Experience using design and media editing tools (e.g., Adobe Photoshop, Premier Pro) is required/an asset.
* Experience with web design and publishing and the use of content management systems (e.g., WordPress) is required/an asset.
* Knowledge of SEO and Pay-per-click advertising.

**Core Competencies**

* Enthusiastic and coachable to motivate and guide sales team members
* Excellent team player
* Ability to build relationships with clients and internal departments
* Excellent verbal and written communication, and negotiation skills
* Excellent administrative, organizational, and problem-solving abilities.
* Outstanding communication, sales, and customer service abilities.
* The ability to multitask, work under pressure, and meet deadlines.
* Excellent customer service skills

**Working Conditions**

* Overtime may be required.
* Working hours are generally from <insert time> to <insert time>.
* Extended periods of standing/sitting.
* This position is subjected to high pressure due to work volume, and goals, an overall fast paced environment.