



POSITION DESCRIPTION

Job Title:	E-Commerce Manager	Date:	26-Jan-15
Division:			
Location:			

Basic Purpose and Objective of Job

- Responsible for the management and growth of e-commerce site.
- Devise, develop and implement an appropriate business development and marketing strategy to deliver a customer-orientated and cost-effective route to acquire and renew subscribers and consumers, and sell single issues and other related items across multiple verticals.
- Provide directions and sound advices on all ad hoc projects related to online (e-enabled) platforms for the business.

Principal Accountabilities

COMMERCE:

- Ensure the site is designed, maintained and updated so as to maximise customer engagement on the site. Manage content jointly with the Direct Marketing Team.
- Manage and maximise opportunities to increase targeted traffic to the website through a variety of marketing channels including; affiliates, PPC, SEO, email, display etc.
- Managing 3rd party suppliers and agencies to ensure they deliver a demonstrable ROI.
- Owner of detailed knowledge and expertise regarding to online transactions; from customer acquisition techniques to website usability to secure payment processes.
- Responsibility for managing 3rd party resellers, and ensure their marketing compliments our Direct Marketing activities.
- Lead and drive innovative eCommerce initiatives, instilling newness while balancing short-terms results and long-term focuses, to capitalize on-line opportunities to maximize returns & growth
- Develop the web as a marketing tool in conjunction with the wider Direct Marketing team. Support direct marketing practice regards to paid-for content (premium print subs, standalone digital subs, etc)
- Effective communication of available functionality to the business with regards current e commerce infrastructure.
- Continual refine and optimise the customer experience through to purchase, to improve conversion rates.
- Ensure an appropriate professional service offer is in place for non-subscription mail order transactions
- Ensure fraudulent transactions are regularly reviewed and appropriate settings are made to fraud prevent techniques.

BUDGETS, FORECASTING AND ACCOUNTING:

- Ensure budget and forecasting process is delivered within timescales and above budget where possible.
 - Take responsibility for control and approvals of spend within your allocated ceiling and on appropriate accounts codes in an accurate and timely fashion
 - Prepare a development plan for the site which has expected costs and attributable benefits where possible.
- Work closely with Project Managers to integrate new functionality and development to the site

TEAM MANAGMENT AND COMMUNICATION:

- Take responsibility for the management and ongoing coaching of e commerce team members in line with core skills / competencies identified for the roles within best practice guidelines.
- Lead key projects and ensure effective implementation of those delegated to other team members.
- Work closely and develop relationship with fulfilment bureau and other third parties.

Dimensions

- Experience of managing ecommerce platforms at manager level with technical skills in e-commerce strategic planning, business, financial principles and e-commerce market development
- Proven track record of increasing sales and traffic to corporate/brand websites
- Project Management implementation
- Financial accounting procedures (profitability, ROI, LTV)

POSITION DESCRIPTION (Continued)

Decision-Making Authority

Major Problems/Challenges

Responsible for:

- Content: eg Product images, pricing accuracy, copy, adding/removing product
- Operations eg Product listings, stock level management, customer communications
- Marketing: eg SEO, PPC, affiliate marketing, email, social, display
- Conversion Management: eg Copy, usability, user journeys, up-sell/cross-sell, multivariate testing
- Development: eg enhanced functionality, integration with other systems
- 3rd Party Magazine Subscription Resellers: eg Copy, price, images, presence on their marketing efforts

Knowledge and Competencies Required to Perform Job

- Good working knowledge and experience of e-commerce activities and all online marketing channels
- Experience of content management systems. Previous experience using web analytics and other tools to identify opportunities for improvement
- A competent decision-maker with the ability to develop, own and build a strategic e-commerce plan for the site
- strong collaboration and project management skills, able to work across departments to ensure successful implementation and delivery of various mobile initiatives
- A strong track-record of managing and developing a team. Excellent communication and interpersonal skills.
- Leadership and Influencing skills: Identifies builds and uses a wide network of contacts with people at all levels, internally and externally. Achieves a good result through a well-planned approach.
- Proven ability to manage external suppliers.
- Strategic thinking: articulates strategic plans and anticipates unpredictability.
- Resilience: Demonstrates tenacity in achieving results. Stays calm and in control under pressure, demonstrates a positive attitude in the face of difficulties and ambiguity.
- Disciplined work approach: gets task completed on time and to high standards, manages relationships with others - gaining commitment to resources, deadlines and priorities.
- Initiative & Flexibility: Recognises the need to adapt to change & implement appropriate solutions. Be able to identify opportunities and recommend/influence for change to increase effectiveness and success on campaigns.
- Creativity & Initiative – demonstrate creativity & originality in your work with personal drive and initiative to bring about change and help drive the business forward.
- A degree or equivalent in a relevant discipline