

## Site Optimization Manager

### (Company Description & Introduction)

We are seeking an analytical, creative, and highly collaborative leader who is passionate about delivering a phenomenal shopping experience for our customers and their employees. You will own and drive our Store and multi-channel experimentation efforts and serve as a critical leader of the development of our end-to-end user experience. Through a combination of understanding of customer behavior, sophisticated analyses, and a creative eye you will work to meet our goals of inspiring and exciting customers at every stage of the journey, ultimately delivering on company and client engagement and profitability goals. You will work cross-functionally to develop the vision for the experiences we want to create both on the Store and through numerous engagement channels, and bring them to life, partnering with Merchandising, Product, Development, User Experience, and Analytics.

- The position will report to the Senior Director of Global E-Commerce.

### **Responsibilities:**

- Own & operationalize the roadmap to evolve our user experience with the goal of building a memorable and inspirational shopping experience tied to our Gratitude recognition product, while continuing to optimize for company profitability. This includes:
  - Store/product experimentation lane, including all AB testing and feature validation associated with our Store platform
  - Multi-channel Store engagement channel strategies both on and off product, including Store guides, email, SMS, and in-product messaging
  - Collaborate with cross functional stakeholders in Product, Analytics, UX and the E-comm core business team to develop concepts to evolve the user experience, build test hypotheses, roll out iterative testing on a weekly basis, and report out on findings; lead recommendations on development of Product/Development roadmap based on experimentation wins/losses
  - Lead market analyses to drive continual innovation around our offering, identifying opportunities for growth and differentiation vs. our competitive set and setting and leading the agenda to continually diversify our portfolio
  - Serve as a key leader in the evolution, definition, and creation of a personalized, dynamic shopping experience on the Store
  - Partner with E-comm merchandising teams to continually improve our curated and promotional end-cap experiences, optimizing for engagement and profitability KPIs

- Lead deep-dive ideation sessions, bringing together stakeholders to investigate, brainstorm and rapidly prototype feature concepts that can be brought into the experimentation cycle
- Collaborate with Product and UX when experiments move to the E-commerce product roadmap
- Continually evaluate the testing processes, reporting KPIs and cadence of E-commerce experimentation to maintain our culture of rapid test & learn, while optimizing for efficiencies and automation wherever possible
- Liaise with multiple Product pods responsible for Human Engagement, Mobile, and core Recognition to ensure synergy with the overall user journey from Recognition through to Redemption, while continuing to be at the forefront of innovative new Store feature strategies

**Requirements & Qualifications:**

- 5-7 years of experience in e-commerce and technology
- Extensive experience in E-commerce and merchandising data analytics, and strong business acumen
- Passion for the user journey and obsessing about how to continually innovate and improve
- Entrepreneurial; love the “building stage” of a business and have experience developing and leading strategy while getting down in the weeds with the team to drive fast and effective execution with limited resources
- Proven track record of taking ownership and driving results in an unstructured environment
- Superior communication and presentation skills
- Collaborator who thrives on teamwork and has a demonstrated ability to accomplish goals by working cross-functionally; an evangelist who can get stakeholders on board with a plan and leverage cross-functional resources to get things done