

VP of eCommerce (DTC/Retail/Fashion & Apparel)

Develop and execute Ecommerce strategic plans to drive productivity and meet Company financial goals. Responsible for, site merchandising and marketing, production, platform development, customer experience and multichannel (Omnichannel) strategy.

Core Accountabilities:

- Commercial ownership of Ecommerce business performance and digital marketing budget.
- Develop and execute on strategies that will grow both topline and net revenue for Ecommerce.
- Analyze current and projected ROIs on all initiatives to assist in long-term planning for the department and its multiple functions.
- Increase conversion and traffic online for the brand. Informed POV on site UI/UX opportunities for optimization of conversion & margin – for website, mobile app, and new upcoming distribution channels.
- Increase overall customer engagement with the site and brand.
- Develop web strategy for all digital properties. Responsible for the digital (web, mobile, etc.) customer experience and promotional strategy.
- Optimize the user experience on the web site and its ability to generate sales and related transactions.
- Initiate and drive for development, integration, and ongoing support of any new technical strategies or processes in relation to web page design and optimization, applications development, and search engine optimization.
- Develop strategies as it relates to Internet marketing: Paid search, natural search, paid social, affiliates, portals, and corresponding financial measurement.
- Experience using Ecommerce promotional strategies and cadence.
- Oversee plan for production rollout and operations procedures for all business and technology activities.
- Oversee plans and policies to support the fast scaling online and mobile business.
- Lead and collaborate with Ecommerce Analytics Team to define the web analytics/marketing intelligence guidelines, as well as assessing (COMPANY NAME)'s Ecommerce infrastructure to integrate new analytical tools for analysis and efficiency.
- Direct migration of the online platform from current to future state.
- Deep experience in user behavior insights: tracing and subsequent analysis of weblog tracking. Understanding and ability to leverage relationship marketing (direct marketing/onsite marketing).

- Align with (COMPANY NAME) & SPARC Leadership to set Ecommerce goals, target KPIs & Key initiatives, timelines, and milestones.
- On-going monitoring of KPIs and performance.
- Develop seasonal calendars for the Ecommerce department, mapping out the overall strategy for product offerings, pricing, online/mobile marketing campaigns, etc. to further drive the company's profitability and branding.
- Own communication to both (COMPANY NAME) & Leadership with respect to the (COMPANY NAME) Ecommerce business.
- Act as the key representative for (COMPANY NAME) in SPARC cross-brand digital steering committee.

Leadership Expectations:

- Operate with the highest level of conduct, integrity, and confidentiality; setting the example for leaders and associates.
- Develop and nurture strong cross functional partnerships; driving business results and inspiring a culture of transparency, collaboration, and accountability.
- Serve as a (COMPANY NAME) advocate in the industry and marketplace.
- Recruit, identify, develop, and retain talent that delivers performance excellence.
- As a manager, serve as a leader of company culture, norms, and conduct.
- Ability to balance a strong management presence with a high level of approachability, encouraging and eliciting associate feedback and interaction.

Education/Experience Required:

- Bachelor's degree in Marketing, Business, or related discipline required; MBA is strongly preferred
- Must have 15+ years of strategic Ecommerce management experience, preferably within Apparel and/or specialty retail, with the proven ability to develop and implement a successful Ecommerce strategy; 5+ years of Director level experience required
- 7 years management-level experience in some or all of the following areas is essential: online Ecommerce, search engine optimization, online/mobile marketing, web analytics, web merchandising, pricing, market analysis, and consumer demand strategy, customer service, and Ecommerce order fulfillment and distribution/shipping. Ecommerce
- Highly analytical with knowledge and experience utilizing Web Analytics software (Google Analytics, CoreMetrics, etc.)
- Preferred industry experience in retail consumer goods; Ecommerce focus preferred
- Must have SEO, SEM, CSE, display advertising, mobile applications experience

- Strategic approach, sound business judgment, and entrepreneurial mindset are essential
- Comprehensive understanding of business modeling, planning, budgeting, and online marketing
- Thorough knowledge of emerging industry trends, competitors, distribution channels, and customer base
- Proficient understanding of CRM solutions and practices