eCommerce Manager

(Company Description & Introduction)

About The Role

We are looking for an experienced, data-driven and entrepreneurial Ecommerce Manager to join our growing team. This person will play a critical role in bringing our brand to life online. Reporting directly to our CEO, this person will be responsible for site merchandising, managing product launches, customer journeys and user experiences on our website. Ideal candidate is highly analytical, nimble, solutions-oriented and willing to get their hands dirty and work closely with cross-functional partners.

Responsibilities

- Manage Shopify store, implementing front-end (non-code) updates for product pages, landing pages, collection pages, and SEO
- Manage library of Shopify apps
- Merchandise the website, set up SKUs, update product pages, assign cross-sells
- Owner of onsite taxonomy and categorization to ensure all customer journeys and touch points are maximized to best potential
- Optimize landing pages for paid traffic campaigns and other marketing initiatives
- Collaborate with leadership team to build out technical roadmap, and manage cross-functional workflow with creative and development resources
- Directly partner and collaborate with digital marketing, customer service, buying and operations teams to plan and maintain product uploads and key launches (new collections, promotions, etc)
- Partner with analytics team to report site metrics & KPIs with a goal of optimizing site performance and conversions
- Drive website to achieve revenue goals & growth by leveraging industry best practices, technology trends, marketing ideas, and consumer behavior tendencies

Qualifications

- Bachelor's degree required
- 3-6 years of experience in ecommerce management & site merchandising
- Shopify experience required
- Experience with Google Analytic
- General working knowledge of coding languages (HTML, CSS, Javascript, etc.) and design principles (Photoshop, UI/UX)
- Experience owning project management for site development