

**Position Profile:**

The Ecommerce Manager is responsible for managing CURiO brands' websites, leading and implementing strategies to influence sales, build brand, and encourage customer loyalty. This includes management of website(s) maintenance, merchandising, functionality, UX, content, development projects and optimization efforts.

**Strategic planning and implementation**

- Collaborate with Senior Director of Digital & Ecommerce and Digital Marketing Manager in the development of annual digital marketing plan.
- Lead the development and implementation of the ecommerce site roadmap to achieve annual plan
- Collaborate with internal teams to develop online marketing calendars, tools and other mechanisms to drive revenue and amplify brand awareness across multiple online sales channels
- Manage development of websites, inclusive of new technology, services, tools and/or strategies to increase awareness and revenue
- Identify trends and recommend strategy changes or optimizations to stay relevant

**Annual Sales Plan**

- Maximize profitability of websites, and drive ecommerce sales
- Create relevant consumer experiences that convert traffic from a variety of sources (email, advertising, affiliate, organic search, etc.)
- Make data-driven decisions, work toward strategic goals and continually improve site performance
- Measure, analyze and report performance on all website activity, evaluating the results against goals (KPIs and ROI) and present informed analysis and recommendations

**Managing Digital Content and Marketing**

- Oversee execution of website content, merchandising, products and promotions and optimize for goal achievement (sales, email opt-in, review generation, etc.)
- Develop wireframes, IA and UX recommendations for new content, in partnership with internal teams
- Research and recommend SEO strategy and oversee SEO of site content

**Leading day-to-day operations of CURiO digital properties, third party services and partners**

- Manage website testing and monitor performance
- Troubleshoot major website issues and lead resolution efforts
- Maintain and implement third-party site integrations
- Produce creative assets for use on site, in partnership with creative team
- Manage UX improvements to address customer feedback
- Manage project timeliness and workloads to ensure successful, on-time execution that meets business objectives
- Participate in a cross functional team from Marketing, Design & Innovation, Sales, Operations and outside partners in planning and executing digital initiatives, including product launches, promotions, communications and support tools
- Create and maintain website reports
- Develop forecasts
- Manage Google suite of products (Analytics, Search Console, Merchant Center, Cloud Console etc.)

**Leadership:**

- Supports CURiO Cornerstones and strives for individual and functional leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Engages in a strong team atmosphere and positive team culture, fostering collaboration across the organization and ensure teams are working cross-functionally to meet CURiO goals.
- Actively participate in and lead by example through all change management initiatives, including proactive communication and support of company initiatives, programs, and policies.

**General Responsibilities:**

- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement. I Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURIO goals.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean, safe, and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other duties as assigned.

**Minimum Qualifications**

- Bachelor's Degree in Marketing, Communications or other related field, or equivalent work experience
- 5 years' experience in Ecommerce management, both B2C and B2B
- 5 years' experience ecommerce platforms, minimum of 2 years with Salesforce specifically
- Comprehensive knowledge of eCommerce concepts and principles (Marketing, Merchandising, Fulfillment, Payment, Customer Service etc.)
- Demonstrable track record of devising sales-enhancing strategies.
- Excellent understanding of web design and analysis
- Proven ability to drive innovative and effective digital marketing programs in the B2B and B2C environments that generate results
- Experience working with email marketing, SEO, SEM, display advertising, affiliate, influencer and social media marketing

**Computer and/or software qualifications:**

- Intermediate level of proficiency in Microsoft Excel, Microsoft Word, Power Point
- Strong web and digital technology background
- Experience in coding (HTML, JavaScript, etc.)
- Strong proficiency with use and implementations of Google suite of products
- Experience with APIs

**Core Competencies:**

- Strong working knowledge of online content management systems, email application tools, analytics tools, or other web-based technologies; Ability to quickly learn and put into practice new systems or tools
- Deeply analytical and data driven, yet able to balance art and creative. Strong understanding of web metrics, digital testing methodologies, and optimization strategies, such as attribution modelling, website speed optimization, A/B testing, conversion management, sales journey optimization, traffic analysis and reporting tools;
- Strong skills proofreading and copy editing, eye for details
- Ability to be adaptable, flexible, and proactive
- Excellent organizational and time management skills
- Ability to lead multi-functional teams on large-scale projects
- Ability to work under constant deadline pressure and manage multiple projects across multiple lines of business
- Ability to hone and present information – both written and verbal – appropriate for the audience and to the desired effect
- Ability to effectively communicate verbally and in writing to other staff, vendors, and customers
- Ability to maintain and protect company proprietary information

**Preferred Qualifications:**

- Experience in IT sector

- Project management experience
- Familiarity with Adobe CC
- Ability to recognize, appreciate and foster great design
- Knowledge and affinity for fragrance in general

**Travel Requirement:** Less than 10%

**Working Environment and Physical Demands:**

- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels.
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.

*\*\* Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*