

# Job Description

## – E-commerce Manager

**Description:** Managing the otb affinity team, supporting and developing the team in all areas of activity to ensure maximum profitability smooth cash flow and client satisfaction.

Managing a portfolio of e-commerce sites and supporting new business initiatives.

**Responsible to:** Business Development Director / Managing Director

**Responsible for:** Subject to delivery of business objectives, it is anticipated that within one year the E-Commerce Manager shall be instrumental in the recruitment of, and responsible for, the following:  
Account Manager  
E-commerce Executives

### Key result areas:

1. Developing and maintaining **senior relationships** within all client companies.
2. Managing e-commerce sites from build to implementation and beyond, proposing further developments and upgrades of e-commerce sites.
3. Responsibility for managing the merchandising of the sites, tracking and responding to online sales progress, product availability and margins to **maximise sales growth and profitability**.
4. Undertaking sales and traffic analysis to proactively identifying **incremental sales and profit opportunities** for each e-commerce site.
5. **Managing** a team of account managers and e-commerce executives ensuring acceptable workload for each team member and maintaining motivation and dedication at all times.
6. Working with the account managers to **coordinate all related marketing activity**, affiliate marketing, email enquiries and online sales strategies.
7. Maintaining high level **financial awareness** at all times, including Client forecasting, helping with cash flow, ensuring maximum client profitability and effective management of the business unit's profit and loss account.
8. Carrying out **reviews/PDP's** with all team members, identifying skills gaps and producing / adhering to relevant training plans
9. Attending **weekly/monthly Client meetings** with Account Managers where necessary to provide support as well as proactive input
10. **Solving problems** which may arise within the team on a daily basis
11. **Reporting to the management team** on a monthly basis, providing accurate information on client activity and profitability on a quarterly level as well as discussing problems / opportunities in existence.
12. To ensure all work is produced accurately
13. **Checking complex quotations** to ensure accuracy / maximum profitability.
14. Ensuring all projects are invoiced, **reconciling team invoicing** with the accounts function.
15. Carrying out the **recruitment** of new staff, from advertising to interview to induction.
16. Identifying own **skills gaps** and working with the management team in the area of self-development.

### Performance standards:

Performance will be measured in a few simple ways:

- Team motivation & competence
- Client feedback / relationships
- Team profitability & cash generation

### Career progression:

Manage larger team as division grows (?)

Group opportunities (?)

**Qualifications:**

Relevant degree or equivalent experience in retailing or online marketing required.

Familiarity with e-commerce business models and great project management skills.

Proven track record in developing successful e-commerce sites and ability to drive new business initiatives.

**Personal Competencies:**

Fit with otb's brand values of Pace, Fun, Expertise, Creativity and Passion

**Salary:**

Dependant upon on experience