

Ecommerce Manager Job Description template

Ecommerce Manager Job Description Template/Brief

We are seeking an experienced and results-driven Ecommerce Manager to lead our online sales strategies and oversee our ecommerce operations. The ideal candidate will be responsible for managing all aspects of our online business, including website management, digital marketing, online sales, customer service, and ecommerce analytics. The goal is to enhance our brand presence, drive online sales growth, and provide an outstanding online shopping experience.

Ecommerce Manager Job Profile

An Ecommerce Manager is pivotal in managing and driving the growth of online sales. They are responsible for developing and executing ecommerce strategies, optimizing the online customer experience, and leveraging digital tools and analytics to drive sales and profitability.

Reports To

The Ecommerce Manager typically reports to the Head of Digital Marketing or the Director of Online Sales.

Ecommerce Manager Responsibilities

- Develop and implement ecommerce strategy to maximize online sales.
- Manage and oversee the ecommerce website, ensuring optimal performance.
- Drive traffic to the website through effective digital marketing strategies, including SEO, SEM, email marketing, and social media.
- Analyze website traffic and sales data to identify opportunities for growth.
- Collaborate with IT and web design teams to enhance website functionality and user experience.
- Manage online product catalog, including product descriptions, pricing, and promotions.
- Oversee customer service for online sales, ensuring customer satisfaction.
- Monitor market trends and competitor activity in the ecommerce space.
- Manage ecommerce budget and report on performance metrics.

Ecommerce Manager Requirements & Skills

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Proven experience as an Ecommerce Manager or in a similar role.
- Strong understanding of ecommerce platforms and digital marketing channels.
- Experience with website analytics tools (e.g., Google Analytics).
- Excellent analytical and problem-solving skills.
- Strong leadership and project management abilities.
- Excellent communication and teamwork skills.