



An opportunity currently exists for a:

Ecommerce Product Manager

REPORTS TO: Digital Marketing Manager
LOCATION: Maidenhead, Berkshire
HOURS: 36.25 per week
CONTRACT TYPE: Permanent

We have an exciting new opportunity at Avery UK for a Ecommerce Product Manager. This role will be responsible for the development and growth of the online digital print business whilst leading the marketing activities and online content to achieve key business priorities. The successful candidate will be involved in designing, developing, maintaining and supporting the e-commerce website within the required timelines ensuring business priorities are met whilst maintaining the highest level of customer satisfaction. A strong understanding and ability to analyse and interpret data is an essential skill in this exciting new role.

DUTIES / RESPONSIBILITIES

- Ensure products are defined, displayed and promoted to the highest standard.
- Review and report on key performance indicators.
- Manage the digital content, design and performance along with the digital marketing team ensuring full site analyses is conducted to ensure conversion rate optimisation across the site.
- Analyse customer and website data to review activity success and learnings to develop continued online improvement.
- Evaluate, plan and optimise marketing campaigns and promotional activity to maximise sales.
- Work closely and communicate regularly and effectively with Production, IT, Service Centre & Marketing colleagues & agencies to execute key objectives.
- Assist and drive the launch of new products.

CRITICAL QUALIFICATIONS/ SKILLS/ EXPERIENCE

- Proven experience working in an ecommerce role & digital marketing role
- Ability to analyse and interpret data to identify trends & opportunities/issues
- A full understanding and proven experience in website analytics and measurement.
- Strong numerical and analytical skills
- Experience working with MS Excel, PowerPoint, Outlook
- Capable of working under pressure and within a fast paced environment
- Strong interpersonal skills and evidence of working in cross-functional teams
- Proven copywriting skills

DESIRABLE QUALIFICATIONS/ SKILLS/ EXPERIENCE

- Experience in basic web development skills including HTML
- Experience with Magento or similar ecommerce platforms
- Experience with A/B testing
- Experience with web page design

Issue date: 27/07/17
Close date: 01/10/17

PERSON SPECIFICATION

- Communication/relationship building skills – develops good internal & external relationships – a team player
- Analytical – able to understand and interpret data & act on findings
- Results-driven – self-motivated individual with can-do attitude
- Commercially astute – recognises a need to be responsive to changing business needs
- Prioritises – focuses on key areas & balances requirements. Able to work on multiple projects at one time
- Hold a valid UK driving license.
- Willing to travel within Europe.

If you are interested in this role, your skills and experience match the requirements listed above and you would like to apply for this vacancy, please send your CV referencing this vacancy to:

uk.careers@avery.com