



# E-Commerce Manager

LOCATION: ST MINVER, CORNWALL | TYPE: FULL TIME

**Ann's Cottage is one of the largest surf lifestyle clothing and equipment retailers in the UK, now with 14 stores located around Cornwall alongside a fast-growing ecommerce platform. Having led the sector for over 40 years and added skate, outdoor and lifestyle to our repertoire, we are looking for a proven E-Commerce Manager to join our team and own our digital journey.**

As a strategic thinker you will lead the team in creating industry leading campaigns, nurturing ecommerce partnerships whilst driving fast, profitable growth. You will manage website functionality, feeding in solutions to the ecommerce team to ensure the customer journey is optimised. Managing end-to-end services, you will ensure drive customer satisfaction throughout relevant channels. Ambitious, you will be excited to join us to further our growth, advising the wider team on pertinent next steps whilst maximising current channels and platforms.

## Responsibilities:

- Own and be accountable for the Ann's Cottage online business across all channels and global markets.
- Develop and implement a world class customer acquisition strategy across all channels, building on existing strategies whilst driving new opportunities.
- Use clear analysis and optimisation techniques to scale paid campaigns and develop activations that will drive new customer acquisition and yield good return on investment.
- Be the key driver in developing and optimising the performance and digital brand marketing of our E-commerce platform for global selling.
- Lead the development and management of Conversion Rate Optimisation (CRO) strategies using key data analysis to facilitate efficient CPA at scale.
- Manage website and commerce platforms, conversion funnels, checkout, and associated analytics.
- Create, manage and implement monthly, quarterly and yearly marketing calendars for UK and key international markets
- Support the business by reporting on existing KPIs and identifying future growth opportunities via data insights and analyses, building a culture of continuous learning through on-going testing, measurement and optimisation.
- Build great relationships with in-house teams and our external partners across social media, PPC, SEO, email, affiliate etc.
- Oversee the ecommerce and web-dispatch team whilst also working alongside the marketing team.
- Utilise key partnerships with postal and shipping carriers to ensure order targets are being met and research new markets.
- Manage web-dispatch and customer services team, ensuring orders and returns are processed effectively and ensuring the customer journey is managed.

## Key Attributes :

- You'll have a minimum of 4+ years of strong e-commerce experience, ideally working as a manager / team leader, including:
- Proven track record of achieving YOY growth and sales.
- Experience in developing and delivering a strategic approach to driving ongoing traffic to generate sales and build brand awareness across different markets.
- Working knowledge of paid advertising strategies that will integrate with external agencies.
- Previous experience managing and developing shipping and postal structures and partners.
- Ability to articulate performance and share progress with the wider team.
- A collaborative leader with experience in managing and developing a small team and working with external agencies.
- Working knowledge of managing web development workflows desirable.
- Willingness to own and drive development, thrive on positive change and work under pressure.
- Relevant interests in surf, skate and lifestyle and an aspiration to work within the sector desirable.
- Full UK driving license necessary.

Please apply in writing with a full CV to [jobs@annscottage.com](mailto:jobs@annscottage.com)