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# Example of E-Commerce Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of e-commerce manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for e-commerce manager

* Test and QA all emails and promotions
* Manage cross-functionally across web development, graphic design, and marketing teams (35% of total time)
* Monitor sites and make changes based on inventory, web sales, and retail sales
* Maintain strong understanding of customer experience data (abandoned cart, top products, AOV, hot pages, ) and implement educated marketing strategies
* Develop & analyze all weekly, monthly, quarterly reports including selling, site metrics and shop performance recaps to highlight trends in order to react quickly to needs, voids and opportunities within the ecommerce business
* Partner with web development, marketing, graphic design, and social media teams to ensure all deliverables and deadlines are met for site refreshes
* Develop digital marketing campaigns for new product and content launches
* Maintain awareness of email marketing trends, technologies, and CAN-SPAM laws
* Manage external paid search team (Google, Yahoo)
* Develop and maintain reporting on market ecommerce and CRM performance

## Qualifications for e-commerce manager

* Develop CRM Strategies integrating online and offline channels, focused on recruitment and loyalty
* Support markets in roll outs of all digital technologies and programs whether on or offline
* Ensure the brand standards and values are consistently met amongst all markets
* Work on strategic content marketing plan and deliver digital assets for all business driving initiatives
* Build online presence through development of new marketing sites, in partnership with markets, zones, agencies and IT teams
* Partner with other departments (Social, PD, Creative, Store design, Education and others) agencies to seamlessly integrate digital into Kiehl’s retail experience