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# Example of E-Commerce Manager Job Description

Our innovative and growing company is hiring for an e-commerce manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for e-commerce manager

* Manage and grow online sales
* Build and manage web calendar, including promotions, email campaigns, newsletters
* Develop database and build loyalty mechanisms
* Manage order processing in line with the Operations department
* Partner with Operations to improve margin by lowering shipping costs and streamline logistics
* Develop KPIs and reporting tools, and regularly publish results
* Analyze data and provide optimization recommendations
* Partner with Marketing and digital agency to build brand awareness, grow audience and increase sales
* Contribute to the development content marketing to improve stickiness
* Implement specific online marketing plans for each new launch

## Qualifications for e-commerce manager

* Ideal candidate will have a minimum of 3-5 years experience in the entertainment or retail industry (experience working directly with artists, artists managers and fans is preferred)
* Ideal candidate will have a minimum of 1-2 years experience managing entertainment or retail online properties
* Assist with implementation of affiliate marketing and other relevant campaigns
* 3-4 years of progressive experience specific to E-Commerce with significant exposure to Digital Marketing and Social Media
* Track record for contributing to brand's digital footprint
* A combination of superior analytical skills and business acumen combined with strategic and creative vision