



Example of Ecommerce Category Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of ecommerce category manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for ecommerce category manager

- Leverage strong analytical chops to deep-dive into insights and evaluate end-to-end digital customer experiences across multiple channels and customer touch points, to develop hypotheses towards improving performance against established Digital goals, including financial and customer KPIs
- Apply business acumen to manage and prioritize the customer experience backlog
- Develop test plans and leverage Adobe Target to implement, audit and optimize digital experiences based on performance against KPIs
- Partner effectively in cross-functional teams and influence without authority
- Collaborate with channel stakeholders, commercial partners, design teams, and technology development resources to build digital experiences optimized for customer outcomes and aligned with business goals
- Hold accountability for overall direction, coordination, execution, and operations of CX enhancements and initiatives
- Thrive in organizations that constantly adapt and evolve
- Self-start work, with a "no task is too small" attitude
- Deliver outcomes aligned with business objectives, with an emphasis on creating WOW experiences for our customers
- Responsible for the Spirit website's branding experience, messaging, site features, information architecture and taxonomy

Qualifications for ecommerce category manager

- Understanding of in-store execution practices and AMPPS tactics applications
- BA/BS in Merchandising, Business or Finance and 5 years of experience in merchandising with 2+ years in product management preferably in the outdoor sporting area
- 2 year of relevant work experience (in addition to degree or years of experience), preferably in a Musical Instrument environment
- Tailors and presents compelling customer category selling stories encompassing Data-Insight-Action-Implementation
- Support in driving the NW's category development agenda by building a strong network of external relationships with key customers, ensuring always customer facing, offering objective category advice and shopper insight to secure and lead partnerships for category growth