



Example of Manager, Ecommerce Job Description

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

Responsibilities for manager, ecommerce

- Develop the location level sales plans and establish inventory turns by store at each half to generate original plan stock to sales, days of supply, and inventor targets
- Build seasonal and intermittent product upload files
- Manage inventory in the backend of WCS per the Marketing Cadence Calendar
- Coordinate back end product deployment in WCS with the merchandiser
- Drive the open-to-buy forecasts and supporting action plans presentation of this data to Finance, Operations, and cross-functional teams on a monthly basis
- Analyze style level performance in season and make adjustment to optimize revenue potential
- Identify key items and develop strategies to optimize performance
- Run and distribute the daily sales FLASH and weekly VF KPI report
- Responsible for planning sales, inventory, and margins at a SKU level
- Recap and analyze actual sales results to plan and forecast in-season sales and inventories on a weekly, monthly, and quarterly basis and ad hoc basis

Qualifications for manager, ecommerce

- Bachelor's degree in marketing, advertising, or product development/management required
- 6+ years of experience in experience marketing, strong direct-to-consumer

- In depth experience with web analytics, online consumer insights, and behavioral trends
- Three or more years of experience in Internet-related Product Management preferably with consumer-facing, ecommerce site(s), name brand content portals or social media sites
- Fluent Canadian French