



Example of Manager, Ecommerce Job Description

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Our company is hiring for a manager, ecommerce. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager, ecommerce

- Experience of merchandising and trading ecommerce website with track record of increasing revenue, transactions and ATV
- Identifying and implementing online merchandising strategies that drive improvements in sales conversion & CTR%
- Recognize, plan, build and evolve product merchandising strategies
- Responsible for planning merchandising based on seasons, events like Diwali, and lifecycle of products
- Ensure that all merchandising, marketing and promotion deadlines are met
- Identify, understand, create dependency matrix and accordingly create the project plan for success
- Implement a process for documenting and testing the Demandware storefronts
- Ensure QA proper tools are in place to provide QA coverage reports
- Develop structured processes for conducting SIT, UAT and regression testing which is aligned with the local business teams
- Strong knowledge of JIRA and Confluence is a must

Qualifications for manager, ecommerce

- Minimum 7 years experience in eCommerce and digital, with minimum 2 years in China or other international countries
- Sound knowledge on eCommerce, SEO, SEM and website content management

- Ability to make website/mobile UX and business improvement recommendations based on analytics and customer feedback
- Proficient with online direct marketing techniques delivering relevant content / offers based on business rules and/or guest value
- Practical knowledge of Content Management System (CMS) publishing website analytics tools is preferred