



Example of VP, Ecommerce Job Description

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Our company is hiring for a VP, ecommerce. 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 VP, ecommerce

- Collaborates with digital marketing teams to ensure campaigns that drive traffic to site deliver a holistic, end-to-end customer experience and maximizes opportunity to increase adoption, engagement and conversion
- Work closely with analytics team to understand user behavior across all digital channels to help improve site engagement and increase conversion of key metrics
- Attracts, retains and develops talent by providing continuous mentoring, learning and development and commitment to common vision and shared values
- Accountable for E-commerce P&L including understanding key performance indicators, ensuring business hits targets, pulling appropriate levers to drive sales and finding
- Excellent management and maintenance of multiple confidential schedules
- Assist with T&M Digital projects & have a comprehensive knowledge of the implementation strategy
- Internal sales, ensuring users are on-boarded and trained accordingly
- Tracking of e-trading activity and MIS
- Execute internal and external client training programme and regional roll-out for e-products
- Client static entry and maintenance

Qualifications for VP, ecommerce

- Strong leadership, influencing and communication skills with ability to interact, influence and align with all levels of the organization, both internal and external
- Motivational and strong people manager who leads by example and excels at communication to ensure alignment with all team members
- Ability to think end-to-end and position complex business solutions with consideration for impact on all relevant business operations as a whole
- Must demonstrate sound decision-making and judgment skills with ability to react quickly under pressure
- Must have a proven track record of 15+ years in database, direct and online marketing including at least 7 years in Ecommerce
- Candidate must have advanced analytical skills and in-depth database segmentation experience