



## Example of VP, Ecommerce Job Description

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

### Responsibilities for VP, ecommerce

- Capture client feedback, track to enhancement and deployment
- Actively engage in digital events and be the champion for T&M
- Assist with digital roadshows, events and exhibition
- Develop an eCommerce that will increase consumer adoption and drive the online business to its potential
- Coach and develop a strong eCommerce team both in talent, resources and technology to achieve best in class results in the industry
- Digital Liaison - work closely with the digital team to ensure proper branding and product content for various digital properties
- Consult strategically
- Strategically engage with key clients, mapping out complete digital ecommerce strategies including "size of prize" opportunities, organizational design, technology recommendations, digital joint business plans and eCommerce capability upscaling
- Source, and write compelling content that engages and attracts customers, communicating insights through mediums including presenting at events, writing articles and PowerPoint presentations
- Develops winning Amazon strategies with brand teams, and identifies and integrates global best practices/models from global e-Commerce team to implement/scale at Amazon

### Qualifications for VP, ecommerce

- Must have strong skills in strategy and planning, budget and P&L management, merchandising and marketing, and vendor selection and management
- Must have proven leadership and team management skills derived from having direct responsibility for building and managing a cohesive, high-performing team
- Candidate must have keen business acumen plus the ability to function as a senior strategist with key members of the executive management team
- BS/BA college degree required, MBA preferred
- In-depth knowledge and understanding of Social Media platforms and their respective participants (Facebook, Twitter, YouTube, Instagram, Pinterest, Snapchat, Vine, Line, WeChat, What'sApp, KaKao, ) and how each platform is used by consumer and other brands