



Example of VP, Ecommerce Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of VP, ecommerce. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for VP, ecommerce

- Works in collaboration with brand teams and other functions to ensure strong multi-year business plans to achieve share targets
- Integrates Amazon perspective into key business processes – brand planning, Integrated Marketing Planning (IMP), Annual Operating Planning (AOP) and Innovation Management Framework (IMF)
- Seeks out and interprets key trends within Amazon and in e-Commerce channel in order to drive necessary focus and innovation for business growth
- Maintains strong collaborative partnerships with key groups and functions such as Digital/ecommerce COE, BU Sales Teams, Brand Champions, Shopper Marketing and Digital Agencies, Supply Chain, and Global Analytics
- Helps develop and ensure DPSM (distribution, pricing, shelving, merchandising) and Digital Shelf are executed well across all businesses at Amazon, working with brand leaders
- Develops and executes strong Shopper Marketing programs to support business objectives, working closely with brand teams and designated agencies
- Builds talent within the Amazon team through a strong program of recruitment, retention, engagement and capability development
- Represents Amazon Team at key meetings and works with Sales leaders on development of customer strategic plans, one year AOPs, customer trade investment strategies, marketing plans and brand launch plans
- Establish business reporting / KPI's to ensure progress against objectives

Qualifications for VP, ecommerce

- Subject matter expertise in web production, site operations, UI/UX, features and functionalities, site merchandising, testing & optimization, mobile
- Exhibits the ability to jump from the creative side of marketing to analytical side
- Big-picture thinking plus relentless attention to detail
- Experience running medium to large scale E-commerce business for a consumer / retail organization, including P&L ownership
- E-commerce marketing and merchandising experience with strong understanding of key levers and opportunities
- High energy and flexible in a constantly evolving environment