

Trunk Clothiers Job Description

Job Title:	E-Commerce Manager
Overview:	Full Time Based in London (Marylebone + Great Western Studios)
Compensation:	Competitive based on experience + Performance bonus (discretionary)
Reports to:	Managing Director

The Role

The E-Commerce Manager is responsible for strategically growing our business online through ongoing optimisation of all aspects of our digital presence, ranging from website user experience, e-newsletter and social media communications to customer service and order fulfilments.

You'll oversee a small team and make sure all product information, sizing and photography is up to date on the site and promoted according to the marketing and content calendar and in line with the brand style guide.

You will proactively develop the website and other digital tools and work with the Director of Operations to make sure that these integrate seamlessly with our other systems including POS and accounting packages.

You will make sure our customer service is first rate and work with our store managers to deliver an excellent omni-channel experience.

You'll be a great communicator and a problem solver and will need to work closely with your team but also with the other managers to drive the business forward and to grow sales across the board, both in store and online.

Responsibilities

- Develop an E-commerce growth plan specifying key areas of digital strategy and present options to grow audiences with scope of investment required, timelines and expected ROI.
- Understand the target customer, designing an outreach plan that optimise final ROI.
- Oversee customer service ensuring that all inquiries and issues have been resolved
- Plan and run the e-commerce and digital marketing budgets, proactively keeping the team within budget and include a 12month expenditure plan to achieve desired growth.
- Manage web development, digital marketing agency and social media activities
- Coordinate content creation

- Lead and continue to develop Ecommerce team and play a key role in executing the overall business strategy whilst also working with the senior management team to input to the strategic direction of the business as a whole.
- Build a monthly digital recap including campaign specific results and business ROI's vs. budget to be shared at board level.
- Liaise with Director of Operations for budget sign offs, spend business cases and overall fulfilment and logistics.
- Understand and foresee potential business risks including legal compliance (GDPR, ICO) and fraud prevention.

Skills

- 4+ years experience in e-commerce development
- Confident using Shopify, Klaviyo, Google E-Commerce tools.
- An entrepreneurial and visionary mindset
- Analytical with a strong numerical background
- Attention to detail and design aesthetic
- Highly organised and have great communication skills