

# Ecommerce Manager

We are looking for a highly analytical Ecommerce Manager to oversee the ferm LIVING brand across our 6 Shopify domains. The ideal candidate must possess strong project management skills, the ability to identify and execute conversion rate improvement projects and have a deep understanding of the value and tone-of-voice of our brand.

## About ferm LIVING

We are a Danish design company that creates furniture, accessories and lighting for the entire home. Founded in 2006, we work from our brand house in the heart of Copenhagen. We value authenticity, balance, curiosity and courage - both in terms of our design aesthetic as well as our culture.

## About the role

The Ecommerce Manager will be responsible for managing external partnerships as well as monitoring and reporting on key performance indicators in a team of 6 full-time employees and several external partners.

You will act as the bridge between the Shopify owner, paid marketing specialists, content creation and brand and oversee project management of customer journey improvements, ensuring new site launches, UX development and other site updates are launched with a high focus on improving CVR across sites.

## Overall Goals

Improve purchase conversion rate within 12 months

- Project manage specific UX and customer journey improvements
- Launch 4 new sites in geographical areas with critical mass of new customers together with Ecommerce Operations Manager
- Match traffic with relevant products and campaigns
- Identify future retention and conversion rate improvements to Shopify setup

## CRO Optimization

Monitor and optimize how visitors interact with our websites and take the necessary steps to encourage engagement and conversion

- Track behavior on site and optimize the customer journey for local customers
- UX, CVR and development tasks for 2024

## Increase customer loyalty to grow repeat purchases

- Strengthen community subscribers and the growth of online customer database
- Develop a new and improved email marketing strategy in close collaboration with stakeholders
- Assist the team in migrating to a new email marketing platform
- Build our customer account and personalization features

## Monitoring and reporting of KPI's.

- Systematically track and assess our performance to identify areas for improvement and ensure that project goals and objectives are being achieved

## SEO

- Identify and onboard our new SEO partner

## What we are looking for

- Min. 3 years' experience in an ecommerce role, preferably within consumer goods
- You can identify and execute conversion rate improvement projects
- Experience with project management and managing external partnerships
- You have strong analytical skills
- You know how to monitor and optimize visitor interactions with the website and encourage engagement and conversion

## Interested?

Then send your application and CV in Danish or English to us online. That is the only way we receive applications. We read applications and conduct interviews on an ongoing basis, which is why we encourage you to submit your application as soon as possible. If you have any questions about the position, don't hesitate to get in touch.

We look forward to hearing from you.

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### Start date

Soonest possible

### Location

Copenhagen

### Employment Type

Full-time 12 months maternity cover with possibility for fulltime employment

### Contact

Head of E-Commerce  
Louise Bonde,  
louise.bonde@fermliving.com

[Apply here](#)



Life is full of contrasts. As we navigate expectations and dreams in search of meaning and comfort, we long for a balanced life with room to be ourselves. Based on a passion for authentic design and with responsibility at the heart of every choice we make, we create honest products and calm environments that inspire you to balance the contrasts in life.

We create collections of furniture, accessories and lighting, so you can create space to feel comfortably you.

fermliving.com