

## **Hedley & Bennett**

### **Sr. Manager e-Commerce and Acquisition Marketing Job Description**

#### **Summary:**

Based in Los Angeles, the Sr. Manager, e-Commerce and Acquisition Marketing will have a variety of responsibilities for the company across channels including Affiliate, Social, Mobile, display, offline, search and beyond. This is a crucial role here at Hedley and Bennett by keeping our online presence current and constantly trending while increasing the number of potential customers we can reach daily. We are a start-up, so no job is too big or too small.

#### **Key Responsibilities:**

- Lead and manage site experience, operations and site merchandising as the key project manager for all site tools/features
- Manages site roadmap and enhancements, projects and tools to optimize customer experience and drive results.
- Build the digital marketing plan, including spend mix, projected ROI...then Launch, test, iterate, scale, repeat
- Manage E-Commerce P&L
- Lead strategies for site navigation and product detail pages (PDP) (imagery and copy) and communicate to key cross-functional partners including merchandising, inventory management, technology, customer care, marketing and creative.
- Analyze e-mail performance and utilize list segmentation, personalization, and content optimization to increase return on investment
- Responsible for building and driving SEO strategy including setting goals and communicating regularly against these goals.
- Report and analyze weekly site performance including digital channel performance, category performance, feature shop productivity, customer reviews/feedback and drive recommendations to improve customer experience.
- Understand customer behavior patterns on the site in terms of navigation, keyword search and engagement with imagery/copy via heat mapping and data analysis and develop strategies to optimize customer experience and maximize demand.
- Manages agency and development partners

#### **Required Skills:**

- Deep understanding of user experience, site architecture, content, meta tags, images and video impact traffic, conversion, and average order value.
- Experience managing all or part of an e-commerce organization's infrastructure.
- Complete understanding of social media marketing and how to drive brand awareness, customer engagement and online sales through these channels.
- Experience working with back-end technology platforms to manage websites, content and CRM, specially Shopify Plus
- Understanding of Internet marketing best practices how site changes impact customer acquisition, retention and growth.
- Outstanding customer service skills that translate into best-in-class customer service policies and practices within the customer support team.
- Ability to work independently and within a team environment.
- Strong independent decision-making, organizational, planning and problem-solving skills.

- Strong familiarity and understanding of Adwords, Facebook Advertising, GA
- Ability to work in a fast paced, time-sensitive environment.
- 3+ years' experience managing e-commerce websites and online sales and marketing teams.

**Desired Attributes:**

- Mature, thoughtful professional
- Solution-oriented mindset
- Loves building relationships; puts people at ease
- Natural collaborator who enjoys an exchange of ideas
- A combination of an analyst mindset, but with creative ideas to test new concepts and attract new customers while retaining existing ones.
- Nimble, flexible thinker with both strength of conviction and the ability to see an issue from multiple angles and perspectives
- Questions with curiosity and an open mind, and challenges with respect and new thinking
- Leads through both lesson and example
- Able to maintain and foster a sense of calm under pressure
- Thrives in a hands-on, entrepreneurial environment
- High confidence, low ego
- Positive, cheerful disposition