

**JOB TITLE: DIGITAL MERCHANDISER**

**LOCATION: TWICKENHAM**

**REPORTS TO: TRADING MANAGER**

**JOB PURPOSE:**

The successful candidate will be responsible for online merchandising taking ownership for product and content upload, site optimisation and inventory management. The successful candidate will be knowledgeable in how digital merchandising can impact customer behaviour, understanding what factors will drive interaction, conversion and sell-through.

**KEY AREAS OF RESPONSIBILITIES:**

- Ensuring products have the required data and imagery to launch on time and working to resolve any issues as quickly as possible to optimise sales on site.
- Create and execute the merchandising strategy for the websites to ensure key products and messages are featured in line with brand and regional requirements
- Optimise site and customer journey during daily site walks and data analysis.
- Produce daily and weekly reports for online product, category, and promotional performance along with standard KPI reporting
- Work closely with Ecommerce Trading manager to ensure sales and margin deliver to budget by managing the trading calendar and promotional proposals.
- Propose and monitor A/B testing on website and work with agency to implement new functionality
- Work with Demand planning to ensure all in stock products are available on site and flag any sales risks from out of stocks.

**PERSON SPECIFICATION:**

**ESSENTIAL:**

- Good experience working in a consumer-facing e-Commerce environment
- Experience of ecommerce platforms, preferably Shopify Plus
- Highly numerate with strong analytical skills
- Advanced Excel skills
- Process-orientated
- Excellent time management skills
- Good communication skills
- High attention to detail
- Self-motivated, tenacious and hard working
- Ability to work cross functionally and manage appropriate stakeholders

**If you are interested in applying for this role please send across your CV and covering letter to [recruitment@tech21.com](mailto:recruitment@tech21.com) with the job title in the subject line.**

