



Ecommerce Manager – Women's Fashion Clothing Store

Job Overview:

We are looking for a highly motivated and experienced Ecommerce Manager to lead and optimize our online store. The ideal candidate is passionate about fashion and ecommerce, has a strong background in digital marketing, and understands how to drive sales and enhance the customer experience. You will be responsible for managing the online store, overseeing digital marketing strategies, optimizing product listings, and ensuring seamless customer journeys to maximize conversions and revenue.

Key Responsibilities:

Ecommerce Operations & Website Management:

- Manage the day-to-day operations of the ecommerce website, ensuring optimal performance, user experience, and customer satisfaction.
- Provide administrative support to the ecommerce team.
- Oversee website content updates, including product listings, descriptions, pricing, and promotional banners.
- Work with designers and developers to enhance website functionality, navigation, and mobile responsiveness.
- Monitor and troubleshoot any website issues to ensure smooth transactions and minimize downtime.

Sales & Conversion Optimization:

- Analyze sales trends, conversion rates, and customer behavior to identify opportunities for growth.
- Implement strategies to increase online sales, including upselling, cross-selling, and personalized recommendations.
- Develop sales strategies to strengthen ecommerce client initiatives.
- Develop and optimize product pages for SEO and conversion rate improvements.
- Manage website pages and collections so as to adhere to merchandising guidelines and marketing deadlines.

Digital Marketing & Customer Acquisition:

- Develop and execute digital marketing campaigns including SEO, PPC, email marketing, and loyalty programs.
- Optimize cross functional marketing with Shopify related apps such as Growave and Klaviyo.
- Monitor key performance indicators (KPIs) and use data-driven insights to refine marketing strategies.

Customer Experience & Retention:

- Ensure a seamless and engaging online shopping experience that reflects the brand's identity.
- Oversee ecommerce employees, ensuring orders are being shipped out accurately and timely.
- Implement and manage loyalty programs, email campaigns, and marketing/retargeting strategies to retain customers.
- Oversee customer service processes, including returns, refunds, and support inquiries.
- Collect customer feedback and use insights to improve the shopping experience.

Analytics, Reporting and Project Management:

- Track and report on website traffic, conversion rates, and sales performance.
- Use Google Analytics and other ecommerce tools to measure effectiveness and optimize strategies.
- Present insights and strategy recommendations to senior management to support business decisions.
- Project management: photos shoots, packaging, and ecommerce content.

Qualifications & Skills:

- Proven experience (3-5+ years) in ecommerce management, preferably in fashion retail.
- Strong knowledge of Shopify platform.
- Experience with digital marketing channels, including social media, email marketing, SEO, and paid ads.
- Proficiency in Google Analytics, Google Ads, Facebook Ads Manager, and other digital marketing tools.
- Strong project management and organizational skills. Willingness to take ownership of projects and prioritize in order of importance.
- Passion for fashion and a deep understanding of industry trends and customer preferences.
- Ability to build creative assets for style guides, photoshoots and campaigns.
- Excellent communication and leadership skills.

Preferred Qualifications:

- Experience working in the fashion or apparel industry.
- Knowledge of influencer marketing and social commerce.
- Familiarity with CRM and marketing automation tools.

Why Join Us?

- Be part of a growing and fashion-forward brand.
- Work in a dynamic and creative environment.
- Opportunity to shape the future of our online presence and customer experience.