



Associate Site Operations Manager

As a female-founded company, Birdies is on a mission to empower, support and lift up all women through the products we make and the women we serve. Birdies believes in being bold on the inside and outside, taking risks and doing what's right for its customers and employees every step of the way. Birdies' culture is one of inclusivity, teamwork, and mutual respect, where diverse backgrounds and voices are always valued and where lifting each other up is core, so that the team can learn, grow, and win together.

Birdies is backed by notable venture firms including Norwest Ventures, Forerunner Ventures and Slow Ventures. Featured in Elle, InStyle and the New York Times and known as one of Meghan Markle's favorite shoes, Birdies is growing rapidly and looking for great people to join our team.

Job Overview

Birdies is looking for a highly motivated, results oriented Associate Site Operations Manager to own the day-to-day merchandising, content production and testing plans on birdies.com. The ideal candidate will possess strong project management skills in a cross-functional team environment, have working knowledge of Shopify and use prioritization skills to manage execution of all site related tasks from start to finish. This is a fantastic opportunity for someone who wants to work collaboratively to deliver a frictionless customer experience and directly impact our growth targets. This role reports to the Sr. Marketing Manager and partners cross-functionally with Merch, Brand, Creative and Digital Marketing teams.

Responsibilities

- Own all aspects of content production for Birdies.com including but not limited to: creating new or limited edition collection pages for launches, sales, seasonal campaigns and storytelling moments plus ad hoc pages as requested to support top funnel marketing
- Own product catalog set up for all product launches and markdowns i.e: product categorization, product filter tags, product detail set up in Shopify, updating and removing product badges, uploading product copy and imagery and all site merchandising
- Optimize mapping and own the maintenance of the merchandise hierarchy into the web hierarchy to reduce manual product associations
- Participate in preparing weekly, monthly and quarterly site metrics reports with insights and recommendations
- Partner with the creative team to concept, create and execute effective site creative. Work collaboratively to keep birdies.com current and ensure all copy/creative is aligned with brand voice, mission and creative standards.
- Communicate issues, best practices, and site calendar to partners. Share opportunities, potential issues, and risks.
- Support the assessment, planning and development of new site features and functionality.
- Work with customer service and web developers to identify and resolve bugs and issues. Participate in QA for all site assets.
- Develop and manage strategic testing roadmap to drive conversion, revenue and user experience

- Monitor site health and key performance metrics daily and provide strategic insights to internal stakeholders to influence the overall direction for the site
- Optimize on-site search, filters and sort experience including: validate searches are effective at driving customers to correct landing pages and develop relevant filters/sort opportunities based on product assortment, seasonal trends and competitive landscape
- Other responsibilities may include special projects as assigned, supporting online marketing initiatives as requested, and ad hoc analytics, etc.

Requirements

- Bachelor's degree or equivalent experience
- 2+ years of site operations experience in eCommerce in the apparel industry preferred
- Prior work experience in retail or wholesale preferred
- Extremely detail-oriented and organized with strong time management skills.
- High proficiency in navigating Shopify
- High proficiency in excel and google sheets. Open to learning and becoming an expert on new platforms
- Motivated self-starter with a positive attitude who can take the initiative to resolve problems
- Entrepreneurial, self-directed and resourceful – someone who will thrive in a constantly changing, fast-paced environment. A flexible multi-tasker who is willing to wear multiple hats and pitch in whenever and wherever is needed to get the job done. Adaptive to changing priorities
- Excellent communicator with the ability to quickly grasp new concepts while asking appropriate questions when information or instruction is not entirely clear

Benefits

- Competitive compensation
- Comprehensive health benefits
- Paid parental leave
- 401k plan
- Birdies discounts and annual product allowance
- Professional development programs
- Company sponsored volunteering opportunities

Birdies is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, genetics, marital status, veteran status, or disability status.