

Job Description

Position Title: Director of eCommerce

Department: Marketing

Reports To: VP of eCommerce

General Summary:

As the Director of eCommerce, you will be responsible for leading and executing DECKED's ecommerce strategy with a primary focus on Shopify. You will be responsible for developing and implementing initiatives to enhance the online shopping experience, increase conversion rates, and drive overall revenue growth. This role requires a deep understanding of ecommerce trends & user behavior, and a proven track record of successfully managing and optimizing Shopify-based ecommerce platforms.

Essential Job Functions:

eCommerce Strategy:

- Develop and execute a comprehensive eCommerce strategy aligned with business goals and market trends to drive growth for the DECKED.com business segment and all other segments with a consumer touchpoint on DECKED.com.
- Create, document, execute and improve DECKED's eCommerce roadmap.
- Collaborate with cross-functional teams to integrate eCommerce initiatives seamlessly with other business functions.
- Partner with the DECKED.com site development team to enhance and innovate site functionality.
- Work closely with the VP of eCommerce and VP of Marketing to plan the DECKED.com website strategy, design, calendar, content generation, new product launches, and marketing campaigns.
- Research and document key user journeys on DECKED.com and create a strategy to improve them.

eCommerce Team Leadership:

- Add bullet point about hiring
- Provide guidance and mentorship to team members to ensure professional growth and development.
- Hire, develop, lead and manage a top-performing team.

Conversion Rate Optimization (CRO):

- Design, implement and continuously improve a site testing framework that meets defined objectives for improving key indicators on DECKED.com.
- Enhance a testing framework, including A/B testing, to scale high-impact initiatives for DECKED.com and deliver maximum return against defined objectives and budgets.
- Implement CRO strategies to increase website conversion rates and improve overall online performance.
- Conduct regular analyses of user behavior, A/B testing, and other metrics to identify opportunities for improvement.
- Design and execute regular customer research to determine the WHY behind key dropoff points and website actions.
- Cultivate an environment of innovation by advocating for experimentation and A/B testing methodologies.

Shopify Expertise:

- Leverage in-depth knowledge of Shopify platform capabilities to optimize the online store for an optimal customer experience.
- Stay updated on the latest Shopify features, updates, and industry best practices as well as research, prioritize and implement new technology.
- Analyze and optimize site merchandising performance for DECKED.com, including Product Listing Pages (PLPs), Product Detail Pages (PDPs), and utilizing tools like Nosto for enhancement.

Analytics and Reporting:

- Use data-driven insights to track and analyze ecommerce performance, identifying areas for improvement and growth
- Develop and present regular reports on website-related KPIs for DECKED.com, providing reports and recommendations for optimization.
- Contribute analytical rigor to managing key metrics such as Lifetime Value (LTV), Customer Acquisition Cost (CAC), pricing strategies, and more.
- In collaboration with the Finance Team, identify sources of growth, profitability, and efficiency specific to the DECKED.com segment through strategic thinking and creative analytics.

Knowledge, Skills, and Abilities:

- Experience in an eCommerce marketing role (5+ years) for a brand with a benefit proposition and loyal connection to its consumers
- Strong analytical skills with the ability to interpret complex data sets, identify trends, and generate actionable insights to improve conversion rates and overall website performance.
- Extensive experience specializing in Conversion Rate Optimization (CRO) within the Direct-to-Consumer (DTC) growth brand landscape.
- In-depth understanding of the unique challenges and opportunities associated with optimizing conversion rates in the DTC space, including consumer behavior analysis, user experience enhancements, and website performance optimization.
- Proficiency in utilizing a variety of CRO tools and techniques to conduct data-driven analyses, including A/B testing, multivariate testing, heat mapping, and user session recordings.
- Strong analytical skills with the ability to interpret complex data sets, identify trends, and generate actionable insights to improve conversion rates and overall website performance.
- Experience working collaboratively with cross-functional teams, including marketing, product, design, and development, to implement CRO initiatives and drive continuous improvement.
- Proven ability to hire, develop, lead and manage a high-performing team.
- Proficient in Excel and/or Google Sheets; strong analytical skills.
- Experience using data to drive decision-making and execution priorities.
- Exceptional organizational and communication skills.
- Resourceful, detail-oriented, and adaptable to a collaborative work environment.
- Willingness to work hard and roll up sleeves to get the job done, even when at times it may be outside the scope of the job
- Able to work in a collaborative work environment

Compensation and Benefits:

- Compensation DOE
- Health, dental, vision, short- and long-term disability, & group term life insurance
- 401k with match
- Paid parental leave
- Wellness benefit
- Free water, decent coffee, nice people

Note: The statements herein are intended to describe the general nature and level of work performed by employees, but are not a complete list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.