

Job Description

Position Title: e-Commerce Manager
Department: Marketing
Reports To: VP of eCommerce

General Summary: The e-Commerce Manager is a strong, proactive collaborator responsible for the day-to-day management and maintenance of DECKED's websites. The e-Commerce Manager will lead implementation of development requests, maintain product catalogs, develop landing pages, manage e-Commerce integrations, and serve as the main point of contact responsible for product launches, technical SEO and other online strategies and tactics as needed.

Essential Job Functions:

- Collaborate with the marketing department to develop, manage, maintain, and iterate on e-commerce roadmap
 - Create, update, and maintain landing pages, layouts and themes, and onsite page copy/content with acute attention to cross-device optimization
 - Coordinate with cross functional teams to successfully execute product launches
 - Maintain product catalog: imagery, variants, shipping, technical specs, product-specific details, FAQs, compatibility, SEO, price, etc.
 - Manage onsite data collection, customer loyalty and notification app implementation, updates to pop-ups, Shopify shipping/tracking/account/order notifications, and CRM integrations
 - Integrate 3rd party Shopify Apps and 3rd party affiliate apps
 - Work with the data analytics and performance marketing departments to track and report on all onsite performance metrics, UTM metrics, and other indicators as needed
 - Oversee the implementation and maintain up-to-date status on compliance issues, accessibility, security measures, privacy, cookies, and domestic/international legal practices
 - Install and manage tracking pixels, conversion actions, event scripts
 - Conduct audits, troubleshoot, and implement dev requests to address incorrect data, QC issues, 404 errors, bugs, optimization issues, and other performance blockers
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Knowledge, Skills and Abilities:

- Be a proactive collaborator able to take direction from DECKED management to ensure DECKED develops and maintains a best-in-class e-commerce-centric website which aligns with DECKED strategy and brand standards
 - Have 2 years of web development or web management experience (Shopify knowledge and experience a bonus)
 - Have a basic understanding of Search Engine Optimization (SEO) and Paid Per Click (PPC)
 - Ability to troubleshoot website issues in a fast-paced environment
 - Must have strong attention to detail
 - Be proactive, highly motivated, flexible, self-directed with proven problem-solving skills
 - Have proven project management skills including planning, time management, prioritization, decision making with excellent communication - both written and verbal
 - Live and breathe the DECKED brand and product
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Education and Experience:

- Bachelors Degree or relevant, proven life/work experience
 - 2 years of e-Commerce experience
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Compensation and Benefits:

- Compensation DOE. Key marketing position with room for career advancement at a company focused on professional growth and development
 - Health, dental, vision, and life insurance
 - Parental leave, short-term & long-term disability and wellness benefit
 - 401K
 - Free water, decent coffee, nice people
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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.