Gazelle Sports

We inspire movement through exceptional experiences.



Job Title: Ecommerce Manager Department and Location: Admin- GR

Reports to: CMO Effective Date: March 1, 2024

Position Vision: The Gazelle Sports Ecommerce Manager oversees GazelleSports.com, TeamGazelle.com and SheRunsGR.com. This role is responsible for creating a best brand forward online experience for Gazelle Sports that drives traffic and conversion, and supports overall Gazelle Sports strategic priorities and brand initiatives. The ideal candidate for this position has an entrepreneurial spirit, a passion for the running industry and community, and deeply understands the integration of ecommerce in an omnichannel specialty retail environment.

Supervisory Responsibilities:

- Lead customer and team member experience that supports Gazelle Sports core values
- Oversee the day to day operational needs of Gazelle Sports online experience.
- Recruit, interview, hire, and train new team members
- Provide constructive and ongoing feedback, timely performance evaluations, and implement team member policies according the Gazelle Sports handbook
- Coach and develop team members to provide an exceptional customer experience

Position Expectations:

- Oversee Website maintenance, development and design
- Create goals and deliver results against annual ecommerce forecasts and budgets (sales goals, Google ads metrics, and operational expenses)
- Establish capital expenditure needs for technology and site infrastructure
- Engage in and maintain alignment with overall marketing content planning and execution
- Ensure site content supports strategic initiatives and meets brand guidelines
- Maintain a seasonally relevant, engaging, and best-brand-forward homepage experience
- Understand and implement ecommerce best practices to maximize site performance, customer acquisition opportunities, and conversions
- Consistently document processes and procedures as defined and developed
- Develop and implement a web content strategy for search engine optimization
- Drive merchandising and product placement strategy to align with product sell thru goals
- Collaborate with Digital Advertising Manager to develop and implement digital advertising strategy with Google Ads third party platform

- Collaborate with Marketing and Purchasing teams on key seasonal events such as product launches, sales, and brand initiatives to increase sales revenue
- Identify and adapt to market trends related to Gazelle Sports target consumer
- Apply a diversity, equity and inclusion lens to presentation of all online platforms
- Utilize site analytics to make data-driven decisions, maintain functionality and maximize sales opportunities
- Influence and support order fulfillment process and product and inventory flows within store and distribution center locations
- Work closely with COO to ensure operational excellence- accountable for operational standards implementation and maintenance
- Actively participate in strategic priority work and demonstrate leadership as a member of the Extended Leadership Team

Position Requirements:

- Deep understanding of website technology and digital media trends
- Expertise in Excel spreadsheets
- Experience working within Shopify
- Working knowledge of Google Workspaces
- Strong ability to work collaboratively and communicate effectively with all departments across the organization
- Ability and willingness to address immediate ecommerce needs when necessary
- Proven ability to meet deadlines, prioritize timely communication, and manage time effectively in a fast-paced environment
- Understanding of business financial metrics, reporting and analysis

Preferred Skills and Experience:

- Experience with Github, Wordpress, Monday.com (or similar project management software)
- Experience in an omnichannel retail environment
- Experience with Liquid template language
- Understanding of HTML and CSS
- Graphic design skills (experience with Adobe Suite)

Other Requirements:

- This position is eligible for hybrid work, requiring a minimum of 50% time on-site
- Some weekend and off-hour availability is required for this position