

Position: International Ecommerce Executive

Department: Digital & Consumer Marketing

Reports to: Head of Ecommerce

Brand: L'Artisan Parfumeur

Overview

This is a unique opportunity to join a high-profile luxury Fragrance portfolio with a fast-growing presence globally and inspiring team of leaders as International Ecommerce Executive.

In this role you will be responsible for both the smooth day-to-day running of L'Artisan Parfumeur's existing international sites (UK, US and Rest of Europe) including trade planning, content, merchandising and optimisation; as well as driving new market launches. You will drive online sales ensuring both revenue and profitability targets are met and exceeded, whilst also delivering a world-class shopping experience and spearheading innovation through an ambitious development roadmap.

A key aspect of this role will be understanding different countries' needs, trading moments, behaviours and purchasing habits. You will need to have an affinity for telling consumer product stories, and alongside this will be equally important features such as sampling and driving repeat business through cultivation strategies.

This is a hands-on role which will be involved in everything – an amazing opportunity for an energetic online professional, keen to take the brand to the next level and conquer the world!

You will need to be highly commercially driven International Ecommerce Executive with a start-up mind set focused on achieving sales targets and increasing ROI. A great creative eye, good understanding understanding of cultural differences across the world and knowledge of user experience are also key.

Key Responsibilities

Ecommerce:

- Proactive contribute to, develop and execute the Online Trading & Marketing Plan for the international markets in line with the overall Brand Marketing Calendar, business objectives and fragrances division's activity.
- Accountable for ongoing website and product content through the CMS. Ensure high standards are sustained throughout the lifecycle of all SKUs, and all content is fully optimised for both Digital and local market variations.
- Work cross-functionally to manage stock levels and pricing for all international markets and all product categories.
- Supporting in delivering campaigns, ad hoc site improvements and the development roadmap for international, including new currency and language launches – from defining requirements to testing and launching on time and to spec to deliver an outstanding user experience.
- Partner with the Finance and Demand Planning Teams to identify trends and develop both sales and product forecasts.
- Be the key point of contact for all communication with the Operations and Customer Services Team for international to ensure a best-in-class customer experience at all times.

Online Merchandising & Reporting:

- Ensure the international sites are visually merchandised perfectly and in line with the Online Trading & Marketing Plan, stock availability and bestsellers to drive sales performance.
- Optimise onsite search tools in order to improve findability and customer facing experiences.
- Utilise data and tools such as Google Analytics and Content Square to identify opportunities and implement initiatives to optimise customer journeys and conversion rate to improve sales performance.
- Report on daily, weekly and monthly sales and other KPIs, to understand and communicate to Management how the international business is performing versus key targets.

Consumer Marketing:

- Partner with the Consumer Marketing and Brand Marketing Teams to define and deliver exciting and educational content and activations, and ensure storytelling is consistent across all customer touchpoints.
- Support in defining Media and CRM activity and ensure that all initiatives are aligned with the Online Trading & Marketing Plan and propose ideas to drive innovation and cultivation.
- Be the Ecommerce point of contact for the Brand Marketing Team for international. Responsible for briefing campaign content requirements, whilst also ensuring these are delivered on time and that there is seamless cross-channel alignment.
- Collaborate with the NPD Team to ensure all Digital requirements are captured, including continually sharing insights on product performance and planning online exclusives.
- Ensure international websites are organically optimised and adhere to SEO best practice; and work with the Performance Marketing Team to continuously identify opportunities to drive traffic and revenue through this channel.

Desired Skills & Experience

- A dynamic and results-driven self-starter with a highly commercially focused outlook.
- Experience in a similar role, launching and growing a brand in new international markets, ideally within the Luxury or Fragrance industries.
- Ability to work proactively and effectively in an agile, fast-paced environment with a sense of urgency.
- Excellent task and time management skills with strong attention to detail and a creative eye.
- An appreciation for brand guidelines and the ability to drive sales without the use of promotions.
- A collaborative, passionate and hands-on cross-functional team player.
- Excellent communication skills, including fluent verbal and written English. Good working knowledge of French highly desirable.
- Solid understanding and knowledge of UX/UI and online accessibility requirements.
- Passionate about delivering outstanding Digital consumer experiences.