

Position: Assistant Ecommerce Manager
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 Assistant Ecommerce Manager.

In this role you will be responsible for the smooth day-to-day running of the L'Artisan Parfumeur website including content, merchandising, optimisation and trade planning. You will drive online sales ensuring both revenue and product obsolescence 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 customer acquisition and in-depth knowledge of building consumer relationships is required. 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 Assistant Ecommerce Manager with a start-up mind set focused on achieving sales targets and increasing ROI with a great creative eye and knowledge of user experience.

Key Responsibilities

Ecommerce:

- Proactive contribute to, develop and execute the Online Trading & Marketing Plan in line with the overall Brand Marketing Calendar, business objectives and fragrances division's activity.
- Accountable for all ongoing website and product content through the CMS. Work with the Ecommerce Assistant to deliver and ensure high standards are sustained throughout the lifecycle of all SKUs, and all content is fully optimised for Digital.
- Work cross-functionally to manage stock levels and pricing for all markets and all product categories.
- Define and deliver campaigns, ad hoc site improvements and the development roadmap – from testing to 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 to ensure a best-in-class customer experience at all times.

Online Merchandising & Reporting:

- Responsible for ensuring the site is visually merchandised perfectly and is in line with the Online Trading & Marketing Plan, stock availability and bestsellers to drive sales performance. Support the Ecommerce Assistant in the execution of this as well as task prioritisation.
- 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 business is performing versus key targets.

Consumer Marketing:

- Partner with the Consumer Marketing and Brand Marketing Teams to define and deliver exciting and educational omnichannel 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 overall Online Trading & Marketing Plan and propose ideas to drive innovation and cultivation.
- Be the Ecommerce point of contact for the Brand Marketing Team. 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 the website is organically optimised and adheres 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 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.