

THE AUSTIN REED GROUP



E-Commerce Manager

Responsibility for a team of 4 reporting to the Brand Director.

This role is key to the continued success of the Austin Reed Group's E-commerce performance.

Austin Reed Group is a specialist retailer of premium quality products for men and women. The Group comprises of 3 businesses: Austin Reed, CC and International Licensing.

You will have a strong commercial background in either on or offline retail merchandising and marketing. You will demonstrate the following competencies:

- Website content & merchandising experience
- Online analytics
- Highly literate
- Commercially minded
- Ability to work under pressure
- Flexible
- Excellent attention to detail
- Team Player
- Analytical with strong reporting skills
- Ability to communicate well at all levels (both written and verbal)
- Assertive, confident and able to challenge established ways of working
- Proactive, resilient and able to work using own initiative
- Demonstrate budget and people management skills

Key objectives of the role:

Depending on start date, to play an active role in the launch and trading of the group's new websites on to their new platform.

To own, manage and develop the relationship with the E-commerce Platform Service provider.

To trade the brands websites by focusing on site content, conversion, promotional activity and weekly trading activity.

To develop the existing program of PPC and affiliate relationships reviewing suppliers, costs, profitability and testing.

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To develop the existing program of email marketing activity, reviewing suppliers, costs, profitability, segmentation, frequency and testing.