

POSITION DETAILS	
Position Title	E-Commerce Manager
Reports to (Position Title)	Group Manager – Marketing Operations
Department / Division	Marketing
Nature & Number of Direct Report	2
Nature & Number of Indirect Reports	0
Date	March 2019

PURPOSE STATEMENT

Tasked with delivering the go to market plan via a combination of owned, earned and paid online channels, the E-Commerce Manager will ensure the integration of both the content and ecommerce strategies and will retain the capability to assist in the delivery of all areas of Mitre 10's online presence.

The E-Commerce Manager will lead the ongoing optimisation of key digital marketing channels ensuring they operate with the upmost efficiency and deliver a highly engaging customer experience.

KEY ACCOUNTABILITIES OF POSITION		
Accountability Description	Measure	Weighting
1. Strategy & Planning	<ul style="list-style-type: none"> Deliver optimised reach and engagement through the online channel by conducting the necessary experiments, generating and interpreting reports to identify changes in market conditions, customer behaviours and areas of opportunity. Communicate channel strategies, performance and opportunities to the wider marketing and merchandise teams on a regular basis to ensure optimal channel buy in. Create and maintain policy documents including online advertising standards, planning and briefing documents etc. Manage channel reporting metrics proving KPI measurement and actionable insight. 	35%
Performance Standard:	<p>Below Standard: Go to market strategies are not implemented correctly resulting in inconsistent delivery or reduced reach / engagement. Planning documents are incomplete or do not give adequate visibility of future online activities to the management team.</p> <p>At Standard: Go to market strategies are consistently implemented correctly resulting in reach / engagement targets being achieved. Planning documents are completed on time and deliver high visibility of future online activities to the management team.</p> <p>Above Standard: Go to market strategies are consistently implemented correctly with extensive testing resulting in reach / engagement targets being regularly exceeded. Additional channel opportunities have been identified and leveraged. Planning documents are completed ahead of schedule allowing the management team additional opportunity to</p>	

	review and adjust the wider marketing plan.	
2: Channel Management	<ul style="list-style-type: none"> • Manage team workflows including resource assignment ensuring the timely delivery of marketing collateral. • Ensure the proper briefing of all campaign requirements to the Digital Content Coordinator and Ecommerce Coordinator. • Manage and report on the high-level SEO requirements ensuring content being development meets the agreed specifications. • Conduct AB and MV testing of marketing collateral and conversion funnels ensuring learning are gathered and applied to future campaigns and marketing executions. • Manage the integration of third-party applications / software and content to ensure it delivers an experience in line with the brand framework. • Act at the marketing subject matter expert in the design and development of new marketing functions within the online environment ensuring they deliver to marketing objectives. 	45%
Performance Standard:	<p>Below Standard: Team workflows and or briefing documents to not meet an acceptable standard resulting in wasted opportunities within marketing channels. Reporting lacks actionable insight and paid channels operate at below industry standards.</p> <p>At Standard: Team workflows and briefing documents are of a high standard allowing the business to effectively leverage opportunities within marketing channels. Reporting is concise and actionable insight are evident. Paid channels operate at better than industry standard.</p> <p>Above Standard: Team workflows and briefing documents are of a high standard and highly agile allowing the business to effectively leverage opportunities within marketing channels at the shortest of notice. Reporting is concise and actionable insight are evident. Paid channels performance is market leading and provides the business with significant competitive advantage.</p>	
3: Promotional management	<ul style="list-style-type: none"> • Ensure the delivery of a world class omni channel experience by aligning the digital channel to the national promotional plan. • Create documented policies and guidelines to assist in the delivery of the digital marketing programme including advertising standards & terms of use. Ensure these are communicated throughout the wider marketing and merchandise teams. • Provide assistance to the Digital Content Coordinator and Ecommerce Coordinator where required to ensure the timely delivery of all marketing programmes. Monitor reporting suites to ensure optimal customer experiences, managing redirects and minimising the presence of 404 errors and the like. 	10%

	<ul style="list-style-type: none"> • Manage the relationship with external agencies and suppliers to ensure delivery of marketing collateral. • Management of the national Google AdWords account (In conjunction with the external agency) to ensure optimised delivery of our always on, seasonal and tactical executions. 	
Performance Standard:	<p>Below Standard: Promotional activity is not consistently aligned to the wider marketing channels resulting in a sub-standard customer experience.</p> <p>At Standard: Promotional activity is consistently delivered in a customer centric way ensuring a seamless and intuitive experience across marketing channels. Automation and personalisation have been included further optimising business resource and conversion.</p> <p>Above Standard: Promotional activity is consistently delivered in a customer centric way. Automation and personalisation have been extensively integrated ensuring an optimal experience for all customers across marketing channels.</p>	
4: System Management	<ul style="list-style-type: none"> • Manage all aspects of marketing controlled third party system integration (Google Analytics, Google Webmaster Tools, SEMrush etc) across the digital channel stack ensuring accurate recording data and controlled access to all systems. • Own the integration of systems including but not limited to Hybris into the wider marketing team, managing access control, training requirements and the development of briefing documents required to establish new functionality required by the wider marketing team. • Manage all third-party app / software integrations insuring they are installed correctly, performing to a high standard and delivering a rich customer experience. 	10%
Performance Standard:	<p>Below Standard: Inconsistent integrations are evident resulting in a sub-standard customer experience.</p> <p>At Standard: Integrations are of a high standard consistently delivering a quality customer experience.</p> <p>Above Standard: Integrations are highly optimised delivering an industry leading customer experience.</p>	
5: Compliance, & Health & Safety	<p>Understand and adhere to all compliance requirements, internal & external, that govern the company's activities, including:</p> <ul style="list-style-type: none"> • Comply with all legal requirements that impact upon your role. • Comply with all Health & Safety guidelines and procedures. • Comply with Mitre 10 (NZ) Ltd policies and procedures. • Work in a safe manner and follow all safety procedures. • Report hazards, incidents and work-related injuries / accidents promptly in accordance with company Health & Safety policy. 	

	<ul style="list-style-type: none"> Participate in the Health and Safety Hazard awareness process. 	
Performance Standards	<p>Below Standard: Non-compliance with any Health & Safety policies or procedures. Unethical or illegal activity.</p> <p>At Standard: Compliance and no avoidable incidents. Honesty and fairness in all activities.</p> <p>Above Standard: Proactive in implementing suggestions and ideas.</p>	
6: General	<ul style="list-style-type: none"> Be a role model for the company's values: Customer Obsessed; Honest and Fair; One Team; Strive for Excellence Pursue opportunities for personal development and improvement, staying up-to-date with industry benchmarks and training. Undertake any other duties or responsibilities your Manager feels are appropriate given your role and skills. 	

POSITION HOLDER SPECIFICATIONS	
Qualifications required	<ul style="list-style-type: none"> Established proven e-commerce capability. Relevant design, graphical and development experience.
Total years of experience required	<ul style="list-style-type: none"> Minimum three years' experience in a similar role.
Other specific Technical skills required (e.g. advanced excel)	<ul style="list-style-type: none"> HTML design skills utilising responsive development frameworks such as bootstrap. Capability within fundamental web marketing tools such as google analytics & webmaster tools. Experience with enterprise level content management systems. Familiarity with structure of customer databases. High level capability within search engine optimisation. Experienced in the manipulation of images, digital assets, web design tools and associated software. Ability to meet deadlines and multi-task to balance varied timelines and multiple briefs.
Competencies required:	<ul style="list-style-type: none"> Work well with others, utilising effective communication. Know the business – industry and competition and demonstrate business acumen. See things differently, be adaptable and flexible, look to embrace change and continuous improvement. Drive results through effective planning and organisation, problem solving and initiative. Lead by example, demonstrating integrity, honesty and personal accountability.

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
Marketing Team	Co-ordination and collaboration.
External Advertising agencies	Liaison and communication.
IT Team	Co-ordination and collaboration.

CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE	
External Environment (economic climate, competitor activity, ownership):	Ability to connect external parties through the Hybris environment to legacy systems.
Other challenges or complexities that may impact on the ability to deliver outcomes	Availability of business insights and data required to feed automation and personalisation.

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ORGANISATIONAL STRUCTURE

