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| **POSITION TITLE** | **eCommerce Lead** | | | | | | | | | | |
| **FUNCTION** | Digital & Data | | | | **DEPARTMENT** | | | Online | | | |
| **REPORTS TO** | Senior eCommerce Manager | | | | **KEY STAKEHOLDERS** | | | Internal: Merchandise, Marketing, UX & Development, Digital Marketing, Content, eCommerce Operations, & Fulfilment | | | |
| External: Suppliers, 3rd Party Sellers, Technology Vendors | | | |
| **DIRECT REPORTS** | 3x Offshore eCommerce Coordinators | | | | | | | | | | |
| **POSITION PURPOSE** | Drive the Trade performance of Myer’s online business through a customer first trade & content plan. | | | | | | | | | | |
| **KEY RESPONSIBILITIES** | * Lead a team of eCommerce Coordinators to own and trade specific key categories on the Myer website, drive sales growth, and successfully meet ongoing sales and profit targets * Provide regular feedback and ongoing mentorship to your team, well as ensuring ongoing operational efficiency * Drive and implement the trade calendar of activity with a customer first approach, and supporting the go-live and post-go-live activities to achieve category sales and profit targets * Measurement and management of the day-to-day trading of the site * Supply detailed actionable insights to Merchandise, Marketing and wider eCommerce teams to optimise sales for the week, month, & season ahead * Responsible for search and merchandising, filters, attributes and cross selling optimisation as well as stock checks and promotion of featured items from content and cross communications. * Working back with our Marketing, Digital Marketing and CRM teams to ensure alignment of approach across campaign activities * Support Staging & Production testing as required to ensure accuracy of site Content, Merchandising, links and promotions * Be a subject matter expert in your online product categories using competitor research as well as Myer customer insights, & on-site customer behaviour * Plan and coordinate weekly website content to support both the trade calendar and trade optimisations in order to meet sales targets and optimise customer experience * Recommend changes to the IA based on data and trade requirements * Responsible for the creation and management of process and procedures to optimise for speed to market, performance and accuracy | | | | | | | | | | |
| **ROLE SPECIFIC SKILLS & EXPERIENCE** | * Previous experience in eCommerce, ideally in the retail sector. * Sound business acumen with strong analytical and planning capabilities * Prior experience in managing direct reports and driving a culture of high performance is essential * A natural collaborator with the ability to influence stakeholders to drive category growth and communicate a clear strategic vision * Flexibility in hours worked, with some weekend work required (minimal) * Strong experience with website analytics, ideally Google Analytics * Uses retail management expertise to merchandise, operate and organise the website to deliver wonderful customer experiences | | | | | | | | | | |
| **KEY METRICS** | * Sales revenue * IPS | | | | | * Conversion rate * Average Order Value | | | | | |
| **CAPABILITES** | | | | | | | | | | | |
| Profession-Specific | | * Sound business acumen with strong analytical and planning capabilities | | | | | | | | | Intermediate |
| Accountability & Results Focus | | * Drives a culture of high performance within team | | | | | | | | | Foundational |
| Collaboration | | * Initiates and maintains extensive networks to enable the achievement of business objectives | | | | | | | | | Foundational |
| Customer Centricity | | * Relentlessly seeks new ways to improve the customer experience | | | | | | | | | Intermediate |
| Communicating with Influence | | * Identifies points of agreement or common interest between self and others, and uses these to influence others | | | | | | | | | Foundational |
| Leadership | | * Inspires others by setting and clearly communicating strategy to drive team members to achieve personal and team objectives | | | | | | | | | Intermediate |
| Omni-Channel Focus | | * Ensures team is consistently working to utilise all channels to deliver the customer experience | | | | | | | | | Foundational |
| Retail Acumen | | * Effects the right operational levers at the right time to trade the business and maximise sales/profitability | | | | | | | | | Intermediate |
| **PERSONAL CHARACTERISTICS** | | | | | | | | | | | |
| * Stakeholder management * Analytical | | | | * Clear communication * Self-driven | | | | |  | | |
| * Fast-moving | | | | * Team player | | | | | * Driven to succeed | | |
| * Confident | | | | * Approachable | | | | | * Highly motivated | | |
| **SAFETY AND COMPLIANCE AT MYER** | | | | | | | | | | | |
| **SAFETY LEADERSHIP COMMITMENTS** | | Operational Leaders   1. Actively manage safety issues to ensure timely corrective action is taken 2. Develop, implement and monitor health & safety plans to improve safety performance 3. Ensure effective implementation and review of the safety system and the Myer Risk & Safety Strategy and systems as required | | | | | | | | | |
| **SAFETY COMMITTMENTS** | | All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for:   1. Clearly understanding and complying with their safety related responsibilities as defined in the “SAFETY AT MYER – Shared Responsibilities Statement” located in the online induction program, Team Member Handbook and the Safety intranet site. 2. Ensuring personal (and wider team – fully briefed & coached) compliance with internal company policies, procedures and codes (e.g. Code of Conduct), and all applicable external laws, regulations, standards and industry codes (e.g. fair trading laws) | | | | | | | | | |
| **OUR VALUES DRIVE OUR BEHAVIOUR** | | | | | | | | | | | |
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| **APPROVAL** | | | | | | | | | | | |
| APPROVED BY | | | Senior eCommerce Manager | | | | REVIEW DATE | | | October 2024 | |
| The requirements and responsibilities contained in this position description do not create a contract of employment and are not meant to be all-inclusive. They may be changed during employment on an as-needed basis. | | | | | | | | | | | |