|  |  |
| --- | --- |
| **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 Leaders1. 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** |
|  |
| **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. |