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| **Division:** | | *ABC Commercial* | Position Title: | *ABC Shop Online Production Manager* | |
| **Department:** | | ***ABC Retail*** | **Classification:** | ***Technologist, Band 8 Schedule A (Non Rostered)*** | |
| **Location:** | | *Ultimo, Sydney* | **Position No:** | ***P436488*** | |
| **Reporting to:** | | ***Head ABC Retail*** | **Approval:** | ***13/4/2017*** |  |
| **Purpose:** | Develop initiatives and manage the online content team to maximise sales and extend customer engagement across ABC Retail online | | | | |
| **Key Accountabilities:**   * Manage the ABC Shop website production to ensure site usability, stability and aesthetics; Ensure that the site is developed, launched and maintained in accordance to established brand guidelines; Take responsibility for site operations, long and short term planning and implementation, deliverables, change management and quality assurance testing; Ensure user experience and site navigation is optimised. * Manage the team of web developers including all aspects of site development and enhancements –   Scope, test and manage the deployment of all content, site enhancements and new site initiatives.   * Liaise with ABC IT and external vendors, establish and prioritise all site developments and project time lines, and facilitate their implementation with internal and external vendors. * Manage the Merchandising and Content Coordinator to ensure delivery of content and services to the best editorial, creative and commercial objectives at all times; Collaborate alongside Retail Marketing and Buying on product promotion including site design, layouts, images and content. Manage the development of content, features, promos and landing pages within website to drive product sales. * Support Head, ABC Retail in driving strategic change. * Provide regular reports on website and sales performance along with analytics and metrics reporting on KPIs and trends. * Develop and maintain professional relationships at all levels, and communicate effectively with internal and external parties. * Maintain high level knowledge of developments in the online retail industry, including customer trends, production standards, emerging platforms, and cross-media content production. * Ensure due diligence and compliance with all relevant regulations and statutory requirements. * Actively promote the ABC values and apply all relevant workplace policies and guidelines. * All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers. | | | | | |
| **Key Capabilities/Qualifications/Experience:**   1. Minimum 2 years’ experience working within a retail ecommerce environment 2. Proven significant experience in web production and development in a cross-platform environment. 3. Demonstrated experience in an online retail environment, delivering projects that have strong audience appeal. 4. Demonstrated project management skills with the ability to meet time and budget constraints, coupled with significant experience in production planning for content and technology projects 5. Demonstrated experience in budget management and preparation of proposals/business cases including adequate costing. 6. Proven excellent organisational skills with experience coordinating workflows. 7. Demonstrated communication skills with the ability to communicate ideas and information in a manner well matched to audience. 8. Proven relationship management skills with demonstrated ability to manage and collaborate with various business and technical teams, with experience briefing development teams. 9. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/) | | | | | |