

E-COMMERCE MANAGER JOB DESCRIPTION

Summary of Position:

We are seeking an experienced and driven E-commerce Manager to join our Denver, CO office. The right candidate is an expert within the realm of E-commerce management and optimization. This position will have the opportunity to structure and lead the direction, planning, and execution on E-commerce marketing strategy. This person will support the company's goals by optimizing the E-commerce platforms for higher conversion rates and search engine ranking. This role will also monitor, analyze, and gather insights on website data in order to implement improvements.

Essential Job Functions:

- Manage and maintain all the day-to-day operations of two stores within the Shopify platform
- Evaluate and improve website structure to optimize for conversions, SEO/SEM, web traffic, mobile, link building, and user experience
- Monitor and analyze website data in order to make recommendations on optimizing the site to improve sales
- Develop effective testing strategies and implement insights
- Collaborate with product and marketing teams to set website pricing, promotions, and create landing pages in support of campaigns and goals
- Monitor conversion funnel and develop strategies to improve conversions and nurture current customers for increased CLV
- Update website content as necessary
- Boost organic search engine rankings for industry-relevant terms using SEO and web traffic
- Work with customer service to create a better user experience
- Working with fulfillment to ensure seamless delivery of product
- Develop relationships with 3rd party vendors and retailers to expand portfolio of online offerings

Skills and Attributes:

- 3-5 years of experience managing a Shopify E-commerce site (or similar platform)
- Experience with Google Analytics is a plus
- HTML skills
- Strong understanding of SEO
- Operational understanding of consumer goods and fulfillment chain
- Exceptional interpersonal and communication skills
- Strong project management skills
- Excellent verbal and written skills
- Detail-oriented
- Highly organized

- Analytically driven
- Background in a regulated industry is a plus (tobacco, alcohol, cannabis, medical device, etc.)