| Role: E-Commerce Manager |
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| **Industry:** Retail (School, Office and Lifestyle Products) |
| **Location:** Gbagada, Lagos |
| **Employment Type & Work Mode:** Full Time /Onsite |

| **Report To**: Head of Commercial | **Supervises:** E-Commerce Officers. | **Relationship: Brands & Marketing** |
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**Overview**

The E-Commerce Manager will be responsible for overseeing the online sales and presence of the company's school, office and lifestyle products. This role involves managing the e-commerce platform, developing online sales strategies, enhancing the customer experience, and driving revenue growth through digital channels.

**Key Responsibilities:**

**E-Commerce Strategy:**

- Develop and implement comprehensive e-commerce strategies to increase online sales and market share.
- Identify growth opportunities and trends within the e-commerce space.

**Website Management:**

- Oversee the day-to-day management of the company's e-commerce website, ensuring offerings are aligned with customer behavior and preferences.
- Coordinate with web developers and designers to improve website functionality and aesthetics.

**Qualifications:**

- Bachelor's degree in Marketing, Business Administration, Information Technology, or a related field.
- Minimum of 5 years of experience in e-commerce management, preferably in the retail industry.
- Proven track record of driving online sales and revenue growth.
- Strong understanding of digital marketing strategies and tools.

**Key Performance Indicators (KPIs):**

**Online Sales Growth:**

- Achievement of monthly, quarterly, and annual online sales targets.
- Percentage growth in online sales compared to previous periods.

**Website Traffic:**

**Online Marketing:**

- Plan and execute digital marketing campaigns, including SEO, SEM, email marketing, social media, and affiliate marketing.
- Monitor and analyze the performance of digital marketing initiatives, making adjustments to improve effectiveness.

**Product Management:**

- Coordinate with the inventory officer to manage online product listings, ensuring accurate descriptions, pricing, images and inventory levels.

**Customer Experience:**

- Enhance the online shopping experience by implementing best practices in UX/UI design.
- Supervise and train the customer rep team, delegate tasks effectively, ensure that issues are resolved promptly resulting in high-level of customer satisfaction

**Sales and Revenue Growth:**

- Drive sales and revenue growth through effective e-commerce strategies and initiatives.
- Analyze sales data and trends to make informed decisions and adjustments.

**Data Analysis and Reporting:**

- Proficiency in e-commerce platforms (e.g., Shopify, WordPress etc.) and analytics tools (e.g., Google Analytics, Query).
- Excellent communication, analytical, and problem-solving skills.

- Increase in website traffic and unique visitors.
- Improvement in key metrics such as bounce rate, average session duration, and pages per session.

**3. Sales and Revenue Growth:**

- Achievement of sales targets and revenue goals.
- Increase in market share within the school kits and lifestyle products segments.

**4. Market Penetration and Expansion:**

- Successful entry into new markets or segments.
- Growth in customer base and geographic reach.

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| • Utilize analytics tools to track website performance, user behavior, and sales metrics.<br><br>• Analyze market trends and adapt strategies to compete with other brands in the industry.<br>• Prepare regular reports on e-commerce performance, providing insights and recommendations for improvement.<br><br>**Collaboration and Coordination:**<br><br>• Collaborate with IT, marketing, sales, product development teams to align e-commerce strategies with overall business goals and integrate technologies that improve the online customer experience.<br><br>• Collaborate with the supply chain team to ensure smooth order fulfillment.<br>• Coordinate with third-party vendors and service providers as needed.<br>• Ensure compliance with legal regulations on online sales, including data protection. | | **Inventory Management:**<br><br>• Accuracy and completeness of online product listings.<br>• Timely restocking and availability of products.<br><br>**Website Performance:**<br><br>• Monitor website uptime and load times.<br>• Implementation of new features and improvements based on user feedback. |