|  |  |  |
| --- | --- | --- |
|  | **Senior Manager – Web Trading**Marketing |  |

|  |
| --- |
| **Role Purpose:** To be responsible for managing and trading Toolstation.com, profitably driving performance via the key metrics for the website. Working with internal stakeholders to support growth initiatives and respond to tactical risks/opportunities. Build strong relationships with our internal IT and 3rd party platforms to ensure maximum operational time and campaign utilisation. Manage and develop the Web Trading/Ecommerce team to ensure capability and capacity to deliver the business needs. |
| **Function / Business Unit:** Ecommerce | **Location:** Head Office |
| **Reporting Line:** Head of Digital | **Budget Responsibility:** £500k+ |
| **Team Management:** Responsible for Web Trading/Ecommerce team of 6 with 3 direct reports |
| **Key Accountabilities / Responsibilities:*** Responsible for the delivery of all website content and merchandising activity on Toolstation.com including catalogue launch, hierarchy management, category/product content, On-site search management, trolley/checkout, non-product pages
* Working with the Digital Marketing team to optimise SEO activity and Personalisation initiatives
* Responsible for delivering the performance metrics for the website and merchandising activity
* Managing the Website Merchandising team ensuring sufficient and effective resource to deliver the agreed plan. Managing the day to day team activities, development and communication
* Working with our internal IT and 3rd party platforms to ensure the technical operational capacity for Toolstation.com is maximised (i.e. minimise downtime)
* Oversee the Merchandising element of Digital Trading Plan ensuring it is kept up to date and is communicated across relevant parts of the business
* Working with the relevant Commercial teams to plan and deliver marketing support extended ranges
* React to tactical trading opportunities/risks ensuring activity is put in place and existing plans are prioritised against these
* Working with the Senior Manager Digital Marketing and Digital Analyst manage the delivery of timely and effective reporting across Ecommerce and Merchandising activity ensuring it drives actions and understanding
* Working with the Head of Digital to agree plans for merchandising and ecommerce initiatives on Toolstation.com and then delivering these on time
* As a key stakeholder for website development, contribute to the planning of our Digital Development strategy, specifying the website development needs for customer journey optimisation, merchandising activity and personalisation, and support the delivery of relevant parts of this for Ecommerce activity
 | **Required Skills & Experience:*** Proven experience of running the Merchandising and Ecommerce programme for a website of £100+m revenue
* Proven experience of successfully managing a team of 4+
* Commercial drive with an understanding on how to drive the bottom line
* Experience of working in a fast-paced growth business

**Behaviours:****Business Awareness –** Fully understands business priorities and aligns team direction to match. Uses company knowledge and external market data to identify opportunities for commercial success**Communication -** Communicates clearly, articulately and with conviction when speaking with an individual or before a group. Adapts content and style to their audience**Relationship Building -** Proactively identifies and deliberately develops strategically important relationships. Uses strategic relationships to develop business opportunity and to influence chance within relevant spheres. Works to communicate organisational vision and to understand strategic priorities. Pre-empts potential conflicts of interest by developing mutually advantageous long-term strategies**Analytical** - Has the ability to analyse the integrity of data. Uses data to think through the best course of action despite incomplete or ambiguous information**Drive and Motivation -** Pursues everything with energy, drive and a need to finish. Can be counted on to exceed goals. Seizes more opportunities than others Dependably achieves what he or she sets out to do, and expects others to do likewise**Strategic Thinking and Awareness** - Understands, contributes and executes strategic plans by delegating and guiding others if necessary. Can explain plans fully and recognises viable creative ideas of others and brings them to the table and to those in a position to implement them. |