

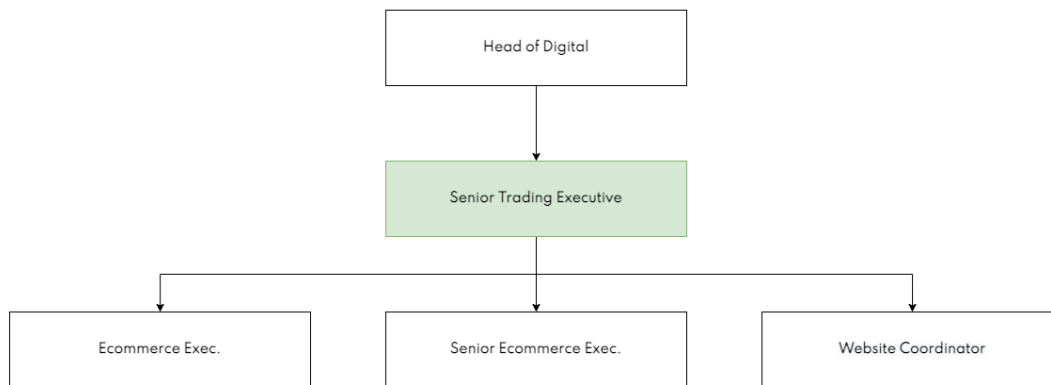
# Senior Trading Executive

Ecommerce plays a big part of our ambitious growth strategy to continue online success.

We are looking for somebody with a passion for ecommerce to be part of our amazing digital team, helping push online growth for the business.

## Reporting Lines

This role will report to the Head of Digital and the reporting lines and team are as follows.



## Role Responsibilities

The responsibilities for this role have been broken down into three categories: ecommerce trading, wider business involvement and team management.

These responsibilities are as follows;

### Ecommerce Trading

- Ensure the website is in the best position trading wise as we enter key marketing, seasonal and promotional campaigns.
- Monitor the market to fully understand trends, gaps and opportunities in order to optimize online sales.
- Testing and measuring different approaches to messaging, being creative and targeting those which drive the best results and response.
- Responsible for the accuracy of all aspects of products, including set up, pricing, categorization, bundling, and up-sell/cross-sell opportunities.



- Optimizing the online conversion rate by aligning product strategy with development and CRO projects.
- Set up weekly reports, capturing relevant KPI data to be used in improving the customer proposition, journey & conversion with a view to increasing online sales & margin.

#### **Wider Business Involvement**

- Work alongside the wider teams in the business to tailor campaigns, buying and pricing activity to our online customer audience.
- Working alongside key departments including marketing and customer service to ensure the smooth execution of promotional activity.
- Giving input where needed from utilizing the reports and data driven from online, to improve the existing product offering and drive new product launches.
- Working closely with the buying team to optimize product availability on site in line with online conversions.

#### **Team Management**

- Lead and develop a best in class digital/ecommerce team.
- Define and deliver the merchandising process and constantly optimize for improvements in speed and quality of delivery.
- Define and deliver the training requirements for the ecommerce team, with the goal of improving the current team member's skill set and any new team members can be developed from the 'ground up'.
- Responsible for providing a smooth user experience by ensuring that products are categorized correctly, enabling the customer to find the relevant product quickly; maximizing conversion.
- Responsible for the execution of all trading and promotional activities, in collaboration with the marketing team.

#### **Experience & Skills**

Required skills include:

- Strong understanding of ecommerce.
- Minimum of 3 years' experience within ecommerce/digital marketing.
- Keen eye for detail and experience working to a high level of accuracy.
- Analytical skills, able to provide an insight from data collected.

- Proven excellent time management skills.
- Exceptional communication skills with the ability to work collaboratively with a wider team.
- Strong commercial mindset.
- Working knowledge of Google Analytics, Microsoft Excel and Adobe Photoshop.
- A good understanding of SEO principles.
- Ambitious and driven with the desire to work in a fast-paced environment.

Desirable skills include:

- Previous use a variety of systems including;
  - Magento/Adobe Commerce
  - Attraqt
  - Akeneo
  - Brightpearl

## **Working Hours**

Please note this is a full-time, permanent position with an immediate start date, salary will reflect experience and will be discussed during the interview.

- Working hours are 8:30am-5pm, Monday to Friday.

## **Who Are We?**

We are the UK's leading online baby retailer, ranked best in practice by the Which? Consumer Guide 2021. Established in 1987 we are a family-run business who pride ourselves on providing high-quality yet affordable nursery goods for parents working with leading brands including Joie, Mamas and Papas, My Babiie, Chicco, Snuz, Ickle Bubba and Cosatto to name a few.

## **Why Work Here?**

We have experienced double-digit growth over the past 2 years and our team has more than doubled in size, there are no signs of us slowing down anytime soon making it an incredibly exciting time to join us. We have a creative and energetic workplace where no 2 days are the same.



## Where Are We?

Close to Junction 22 of the Manchester orbital route of the M60 and the A62, which is the main road from Manchester to Oldham. The nearest stations are Hollinwood and Moston. We are in a convenient and desirable location for people commuting to work from surrounding areas.

## What Do We Offer?

We know as a company how much our employees contribute to the success of our business, after all we would not be where we are without them. To show our appreciation we offer company benefits along with extensive progression opportunities.

- Free parking.
- Staff discount.
- Friendly, team orientated environment.
- Extensive progression opportunities.
- Genuine responsibility from day one.
- Exciting and fast-paced working environment.
- Social events (including Pizza Thursday, free fresh fruit daily and nights out etc).
- Bonus scheme.
- Pension (after probation).
- Birthday day off.

We have a creative and energetic workplace where no 2 days are the same. A fast-paced culture where ideas are listened to, and every team member is encouraged to be the best they can be.

***It truly is a fantastic time to join us!***

## Sound like the kind of role you are looking for?

If so, please click to apply or send a copy of your CV and covering letter to:

- [kduffy@online4baby.com](mailto:kduffy@online4baby.com)

*As an equal opportunities' employer, we value diversity and welcome applicants from all sections of the community.*



*Please note that due to the high volume of applications we receive we are unable to give feedback to candidates at initial application stage.*

**\* STRICTLY NO AGENCIES \***