

E-Commerce Manager

Job title:	e-commerce manager
Reporting to:	head of retail and publishing
Department:	retail
Contract:	permanent

Overview

The Design Museum is now open at our spectacular new premises in Kensington, with two impressive shops on site and an expanding retail presence online. By the end of the third week, the museum and its exhibitions attracted more than 86,000 visitors. An opportunity to join the retail team has opened up at this exciting time in the museum's history to help grow the museum's online presence.

The Design Museum's ecommerce site sells over 500 product lines, including homeware, clothing and accessories, stationery, books, toys and games. It's an exciting time to join our retail department, which aims to translate the museum's aim of 'inspiring design' into a retail reality.

We are looking for a passionate, analytical and experienced E-Commerce Manager. They will be responsible for the operational management of the e-commerce channel, within retail, leading and owning site functionality and usability, while working to deliver commercial targets, building foundations for ongoing business growth and continuously deliver an exceptional retail brand experience online.

Main responsibilities

- Lead the ecommerce function to increase sales, deliver and grow its revenue and profit targets. Work to meet commercial sales targets, and drive continuous improvement and efficiencies.
- Ensure the website is commercially optimised across all online platforms to deliver a seamless customer experience.
- Lead website analytics to understand trends and improve customer conversion rates. Ensure all KPIs are met in the most effective and efficient way. Drive year on year growth of the customer retail database.
- In partnership with the buying and merchandising team prepare and analyse weekly, monthly and quarterly performance reports.
- Ensure all activities are delivered to budget and all spend negotiated to maximise value.
- Be the expert on our customer: understanding the customer, acting on customer feedback, usability testing results, web analytics, CRM, and social media.
- Ensure that products and services delivered meet the objectives set against them; including quality, timescales and budget.

- Maintain the online product range by ensuring all products are correctly categorised, uploaded and described with images to maximise the appeal of the products. Develop business case for drop shipment arrangements.
- Develop and deliver a marketing strategy for year on year online growth. Work closely with the digital marketing team to implement the email and content calendar, ensuring optimum integration with social and digital marketing campaigns. Implement and track all digital marketing activities.
- Ensure that all creative on the website meets and reflects the brand guidelines. Create inspirational social media and other marketing stories that are linked in with seasonal and regular product range launches.
- Provide high quality customer service, ensuring all queries are resolved efficiently.
- Work with the Stockroom Supervisor to ensure stock is managed effectively.
- Develop and communicate ongoing understanding and awareness of competitor activity.

Any other tasks that may be necessary to ensure the successful operation of the museum's e-commerce function.

Person specification

Essential:

- Retail ecommerce management experience
- Demonstrate strong analytical skills – able to interpret extensive data to make actionable recommendations
- Experience of web analytic tools
- Excellent communication skills both verbal and written
- Extremely organised with the ability to prioritise effectively
- Able to engage, motivate and influence internal teams
- Experience of working with a buying and merchandising team on forecasting, promotion strategy and product mix
- Self-motivated, results driven, and able to work at pace
- Knowledge of UK ecommerce industry and experience of digital marketing including social media
- Ability to develop a deep understanding of the Design Museum customer and implementing strategies to increase their spend

Desirable:

- A background in digital design would be advantageous

Terms + conditions

Salary: Up to £26,000 per annum, dependent on experience

Holidays: 25 days per annum, plus 8 days bank holiday
Full-time: Full-time, 40 hours per week, Monday to Friday

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

Application process

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to applications@designmuseum.org.

Please quote Job Ref: ECM/2016 in the email subject header

Closing date for applications: 23 January 2017 at 9am

Interviews: week commencing 23 January 2017

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

About the design Museum

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the landmark 1960s building in Kensington, West London. Leading designer John Pawson converted the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

Our mission, vision and values

Our vision

We want everyone to understand the value of design

Our mission

To create the most inspiring, exciting and engaging Design Museum in the world

Our values

Welcoming everyone to the museum and making them feel it's a place for them

Collaborative engaging with many partners to bring our vision to life

Enterprising working hard to make the museum a financial success and build a strong commercial reputation

Provocative challenging people to look and think afresh about design

designmuseum.org