

Ecommerce Manager
Royal Academy of Arts, Mayfair, London
Up to £35,000 plus attractive benefits

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for its world class exhibitions including *Sensing Spaces: Architecture Reimagined*, *Manet: Portraying Life* and *David Hockney RA: A Bigger Picture*. Our purpose is to be a clear, strong voice for art and artists.

In the build-up to our 250th anniversary in 2018, we are embarking on a major capital development, a substantial investment in digital and a significant transformation in how we communicate with our audiences.

We are looking for an experienced Ecommerce Manager to join our commercial team and deliver sustainable growth and profitable income streams through all online activity. You will work closely with both our Digital and Marketing teams. Previous line management experience would also be advantageous.

You must be able to demonstrate strong commercial acumen with a track record of success ideally in retail ecommerce, or similar fast-paced B2C trading environment. You will relish working to target and be comfortable with budget management.

You will be creative, with a strong flair for design and layout, and possess superior written communication skills, in order to drive sales.

Highly analytical, you will have a sound grasp of onsite optimisation and understand statistics to drive conversion rates and sales. Technically savvy, you will know how to maximise CRM to optimum benefit and edit HTML. Most importantly, you will have a very strong customer focus and understanding.

A collaborative approach is crucial to enable cross-functional working. An appreciation of the visual arts is helpful but not essential.

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the *How to Apply* section of the Careers page on our website.

Closing date for applications: 25 April 2014
Interviews to be held: w/c 5 May 2014

JOB DESCRIPTION

Job Title: Ecommerce Manager
Department: RA Enterprises Ltd
Reports to: Head of Commercial Operations

MAIN OBJECTIVES

Under the general direction of the Head of Commercial Operations (HOC):

1. Lead the ecommerce business, develop and grow a profitable income stream.
2. Deliver sustainable growth through all online activity and an innovative mail order catalogue raising brand awareness.
3. Meet commercial targets for sales and conversion rates; using web analytics, and analysing sales and stock data, drive service levels to ensure the best customer experience.

MAIN DUTIES

1. Manage the daily operations and recommend and implement ecommerce platform updates
2. Ensure the site is visually and commercially optimised to drive income and deliver the best possible online customer experience
3. Provide high quality customer experience to all inquiries during the buying process; effective, fast and solution focused responses
4. Plan the investment required to increase sales, managing the budget to show an effective return on investment
5. Oversee the preparation of all new products for the ecommerce platform to include – category and setup information, descriptions, images and key features and benefits
6. Maintain the online product range, working closely with the Buying and Merchandising teams and ensure all products selected and offered online are approved by the HOC
7. Manage the analytics to understand the customer journey and improve conversion
8. Negotiate contracts for services with suppliers and manage the relationship between RA/RAE, TES, Redbox and Adestra
9. Attend weekly meetings to report on all online activity (sales performance, best sellers, and purchasing behaviour) including recommendations for improved performance and to inform strategic business decision-making

10. Monitor all online budgets and expenditure throughout the year and report to the HOC on a regular basis
11. Build and manage a comprehensive database. Manage CRM, including effective integration with databases across the Academy to improve cross-selling opportunities
12. Monitor and measure external markets and keep abreast of changing technologies
13. Work together with the Press and Marketing Manager to produce and implement digital marketing campaigns and email marketing plans to help drive online sales
14. Work with the Digital Team to plan and execute effective integration of the shop site within the RA site, improving 'commerce in context' opportunities
15. Ensure that the site is fully accessible and complies with the latest standards of accessibility
16. Undertake any other duty which may reasonably be allocated to you by the HOC or other senior member of staff.

PERSON SPECIFICATION

ESSENTIAL REQUIREMENTS

- Demonstrates strong analytical skills
- Strong commercial acumen
- Demonstrates excellent SEO and online copywriting skills
- Attention to detail
- Flexible with a hands-on approach
- Demonstrates excellent interpersonal skills, a team player with a collaborative approach
- 5 years' experience in building successful ecommerce and sales functions
- Well organised with strong project management expertise, able to establish priorities when working with multiple projects and meet deadlines
- Existing budget management experience
- Ability to work effectively, both independently and in a cross-functional team environment
- Experience of managing a team of staff

- Strong presentational skills and good sense of layout and design
- Experience with Ecommerce platforms and development of ideas to drive online sales and conversion
- Results-driven and self-motivated; responsible and with a professional approach
- Experience of working on CMS with ability to understand and edit HTML
- Excellent knowledge of the UK ecommerce landscape and digital marketing trends
- Proven experience in delivering increases in conversion and sales on a high trafficked website
- Understanding of the overall e-marketing lifecycle, including channel best practice, technology and data solutions
- Knowledge of online analytics such as Google Analytics

DESIRABLE REQUIREMENTS

- Educated to degree level or equivalent
- Superior writing skills; writing that is clear, compelling and well organised, generally free from errors in grammar, punctuation, and spelling
- Experience in publications, web site development, and/or project management