

## **DIGITAL AND E-COMMERCE MANAGER AT FACTION SKIS**

We are looking for a strong and capable Digital and E-commerce manager to join our team. We are Faction Skis, one of the fastest-growing brands in the snowsports industry. We share a passion for nature, pushing boundaries, and creating beautiful products. Today our skis and films have won over 100 awards and we shipped over 30,000 skis in 2018-19 for riders in 40 countries.

### **The Role:**

This role will work as a team with two experienced digital & ecommerce team members and a switched-on marketing and operations organization to ensure a superb fan and retail partner experience.

The role will manage the digital presence and online sales for Faction, our new clothing brand and our new film release. The role will split the responsibility across the range of ecommerce responsibilities based on the experience of the new team member in alignment with the existing across:

### **Primary responsibilities include:**

- Website development and UX with our Shopify Plus, external development partner
- Product information, merchandising & sales
- Working with our fan success team as well as our retail partner success to ensure strong omnichannel experience for fans
- Working to deliver an industry standard pro channel experience
- Work with our fan marketing team to deliver a cohesive digital experience
- Analyse, test, improve, repeat
- P&L responsibility

### **E-Comm:**

- Work across both the B2C and B2B websites
- Upload, organise and maintain E-Comm assets, especially product pages
- Responsibilities for E-Comm homepage
- Work with Marketing to publish content that supports Marketing and E-Comm initiatives, including blogs, email, landing pages, and social
- Understand how our fans use the website and suggest ways to optimise it for their needs

### **Digital Marketing:**

- Plan promotional strategy to support E-Comm goals
- Develop and manage calendar for all digital activity
- Manage Digital Marketing budget
- Develop and execute email marketing campaigns to support E-Comm and Marketing

- Maintain ESP and email database and list segmentation
- Develop and execute strategy to increase database and customer retention across all owned channels
- Work with Marketing and E-Comm to drive traffic and conversion through SEO, retargeting, social media ads, etc.

### **Reporting and analytics:**

- Provide weekly and monthly reporting and metrics on E-Comm, social, ad buy, KPIs, etc.
- Track, analyse and use insights to inform and recommend optimisations to Marketing for all channels to improve ROI
- Proactively research and recommend activations and tactics to improve ROI and support E-comm in reaching Sales goals
- Closely track and drive strategic decisions on the E-Comm to impact KPIs, including traffic, abandon cart, conversion, page views, etc.

### **About you:**

- Experience in ecommerce and digital marketing
- University degree, solid grades
- Fluent level of written/spoken English; French/German is bonus
- Organised, obsessed with detail, and driven by continuous improvement
- Willingness to learn and take initiative, work independently, and collaborate well with a team
- Excel skills (you should know how to use pivot tables and vlookups)
- Confident using modern software and apps to improve productivity
- Knowledge of basic Adobe Photoshop is a bonus
- Solid grounding in Google Analytics
- Passion for the outdoors and winter sports!

**If you are interested in applying for this role, please click the link to apply and we will be in touch. We look forward to hearing from you!**