



**Job Title** Ecommerce Trading Manager | **Reports to** Managing Director | **Location** Manchester

**The Brand**

Founded by British pro skier, Jim Adlington, Planks is a rider-owned brand producing high quality and innovative ski apparel using cutting edge recycled fabric technology. Their journey has taken them from selling out of the back of a van in Val d'Isère to opening global wholesale channels and owning their own mono-brand stores in the Alps. We love skiing - Drop Cliffs Not Bombs!

**The Role**

Working to support a small senior team to achieve ambitious targets through a “can-do approach” in a modern, innovative and success orientated culture. This is a fantastic opportunity to develop within a fast-growing brand.

The Ecommerce Trading Manager is responsible for Planks Clothing’s digital sales channel which includes its own websites under the planksclothing domain, relevant 3<sup>rd</sup> party marketplaces such as Amazon or eBay and any other digital trading spaces owned and operated Planks Clothing. The key objective is to achieve sales targets with an optimised spend to meet or beat budgets. The job holder will be responsible for ensuring the success of the brand’s digital presence.

**Role Including but not limited to:**

1. Managing ecommerce trading to ensure KPIs are regularly monitored and worked to, and that targets are met and reporting activity to the Board
2. P&L accountability for ecommerce channel including sales forecasting and budget planning for all departmental spend. Develop yearly plan, signed off by Managing Director. Control marketing/operational budgets to achieve the profit goal. Monthly updates on spend vs. plan
3. Own the digital development roadmap and digital marketing strategy - acquisition and retention
4. Oversee the day-to-day operation of ecommerce trading and liaise with associated departments as required
5. Work with wider team on the marketing calendar and strategy, including owning the commercial calendar
6. Work with Graphic Design and Content colleagues to ensure the site is working as effectively as possible on a “business as usual” basis and on larger projects to improve overall usability and profitability
7. Regular analysis of KPIs and creating action plans from gained insights - is the expert on digital data/insights
8. Taking the brand strategy and effectively leading the interpretation of it in the online space
9. Ensuring all online trading communications remain on brand whilst also being highly commercial
10. Building a high quality customer database and use effectively to increase sales and brand loyalty
11. Be the consumer champion via ecommerce –bring product and consumer insights to the wider team
12. Promote Planks Clothing as a brand across all digital channels (DTC, Wholesale, Distribution & Stores)
13. Over-time, is the driver for 3<sup>rd</sup> party marketplace sales activity
14. Helping out with ad hoc projects as required

Person Specification		
Must have/be	Should have/be	Like to have
3+ year of digital/ecommerce experience	Strong written and analytical skills	A passion for skiing or snowboarding and the outdoors
Experience managing teams and agencies	Multi-tasker with a keen eye for detail and works well to deadlines	Experience in ski/outdoor/sports apparel sector
Demonstrable ability to work across departments	Team player – across multiple sites	Proactive self-starter
Commercial eye – and strong feel for numbers analytics/P&L	Ability to see things through	
International (multi-lingual/multi-currency) website management experience	Good web aesthetic – demonstrable creativity and usability	
Multi-channel business experience	Entrepreneurial spirit – maximises our event sponsorship, spots meaningful trading opportunities and follows through	

**Closing date** 12 July 2019 | **Interview date** | 16 July 2019 | **Contact** digital@planksclothing.com