



<b>Published Role Title</b>	Ecomm Trade Specialist (SYS-51817)
<b>Type of Role</b>	Perm
<b>Location</b>	Street, Somerset UK

### Job Description

Responsible for managing site optimisation and the digital trading plan to deliver commercial growth within the eCommerce channels of Clarks.

#### Accountabilities:

- Responsible for delivering and managing the digital trading plan for the ecommerce sites. Working alongside the wider ecommerce and global brand teams to align all trading activity and ensure a consistent approach for the brand that is appropriate to drive online commercial performance.
- Responsible for optimising and maintaining the ecommerce sites, completing regular housekeeping checks, analysing the consumer journey, identifying cross sell and MVT opportunities to implement changes, enhance experience and maximise sales conversion.
- Work alongside the Data and Performance analyst to provide weekly data analysis of site performance, sharing cross functionally within the business to recommend & manage actions that will optimise the digital experience across the websites, driving an increase in conversion, net turnover, and consumer satisfaction (eSAT score).
- Update websites based on agreed plans with Ecommerce Head of EU Digital trade. Working with front end developers to implement banner updates and managing all onsite navigation and site rankings through Commerce Tools systems.
- Ensure that onsite and marketing plans are aligned so that all landing pages are fully optimised to drive the best consumer experience.
- Work collaboratively with the digital Merchandiser to agree seasonal approaches and product focuses.
- Ownership of online product categorisation to ensure a smooth and logical customer journey and increase sales.
- Execute planned and ad hoc work as requested by the wider business as and when required e.g. Website Testing for monthly site Dev releases/customer care issues/operational updates.
- Manage and enable product recommendations, utilising the data insights to provide consumer feedback into the wider regional teams as well as optimise to maximise commercial performance.
- Provide feed in for editorial page briefs for both brand directed and additional in team content. Working with the Front-End Developers to build out the pages and ensuring that the onsite consumer journey is optimised.

#### Skills, Knowledge and Experience:

- Commercially minded with strong data analytical skills, you will be able to demonstrate your ability to analyse / critique and propose solutions to drive good commercial decisions.
- Ability to work under pressure and in a fast-paced environment.
- Excellent communication skills, confident to work cross functionally and influence where required.
- Self-sufficient and also very adaptable at working remotely.
- Enthusiastic, positive, with a determination to achieve results
- Excellent attention to detail, capable of ensuring accuracy and high standards at all times.

#### Knowledge

- In depth knowledge of Website Optimisation techniques/tools and Ecommerce best practice, you will be able to demonstrate good judgement and have examples of when you've spotted and executed opportunities in order to drive profitable growth.

Experience of working with eCommerce systems and knowledge of personalisation tools.

#### Experience

- Motivated by driving positive commercial outcomes you will have proven experience as an eCommerce Visual Merchandiser or a similar online retail trading role.
- Disciplines and Field: e-Visual Merchandising; Content Management Systems; MVT; Commercial Performance