



JOB DESCRIPTION

JOB TITLE	Ecommerce Manager
DEPARTMENT	Ecommerce
REPORTING TO	Head of Ecommerce
CONTRACT TYPE	Fixed Term Contract (9 Months)
LOCATION	Central London

COMPANY PROFILE

Orlebar Brown (Chanel group) launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

Today, our collections are built into broader lifestyles imagined around Beach, Resort, Coast and Sport. We have multiple product releases, including capsules, new categories and services, over the calendar year to maintain excitement, and interest for our customers.

Since 2007, we have built the brand to achieve our stated purpose which is - to encourage, excite and inspire everyone to 'Holiday Better'. This is our purpose and why we get out of bed every morning.

The brand has rapidly gained global recognition and is sold through online, more than 30 O.B. stores, and the best retailers and hoteliers in the world. Our customer is truly international, so whether they are in St Barth's for Christmas with family, Miami for a wild Spring break, a conference in Dubai with a few days off, tacking a boat off the coast of St Tropez, volunteering to replant mangrove plantations in Puerto Rico, walking along a cliff top in Cornwall, or diving off one into a beautiful blue ocean then O.B. should be there to help you do it better.

Our business is built on relationships with those customers, and we strive to maintain our relationship with them, wherever they might be, and provide world class service, when and where they want. It is also built on finding new customers to the brand by welcoming them to join the ever-growing O.B. community.

THE POSITION

Orlebar Brown is seeking a motivated and experienced Ecommerce Manager to drive revenue generation and optimise the performance of our online platform. The Ecommerce Manager will be responsible for effectively trading the website, identifying sales opportunities, enhancing user journeys, and implementing strategies to boost conversion rates and average order value. The ideal candidate should possess expertise in Salesforce Commerce Cloud and Shopify Plus, along with strong analytical, leadership, and commercial skills.

KEY ROLES AND RESPONSIBILITIES

Website Performance Optimisation:

- Manage and oversee the day-to-day operations of the Orlebar Brown e-commerce website.
- Continuously monitor website performance, ensuring optimal functionality, and resolving any technical issues promptly.
- Implement strategies to enhance user experience, minimise bounce rates, and improve overall site navigation.

Work closely with Merchandising to ensure the correct items are promoted online and stock is optimised.

Revenue Generation and Sales Opportunities:

- Identify and capitalise on sales opportunities through data analysis, market trends, and customer behaviour insights.
- Develop and execute strategies to maximise revenue and achieve sales targets.

- Monitor and analyse key metrics, such as conversion rates, traffic sources, and customer engagement, to drive informed decisions.

User Journey Enhancement:

- Study user journeys and behaviour patterns to identify pain points and areas for improvement.
- Develop and implement plans to streamline user journeys, optimise checkout processes, and drive full-price purchases.
- Collaborate with UX/UI teams to enhance the overall user experience on the website.

Digital Marketing and Conversion Optimisation:

- Identify and assess digital marketing channels for their impact on website traffic, conversion rates, and average order value.
- Work closely with the marketing team to inform strategies and initiatives that drive traffic and customer acquisition.
- Implement A/B testing and other techniques to optimise website elements and boost conversion rates.

Personalisation and Cross-Selling:

- Utilise customer data and behaviour insights to implement personalised product recommendations and tailored shopping experiences.
- Strategize and execute plans to increase average order value by encouraging cross-selling and upselling opportunities.

Leadership and Team Management:

- Lead and mentor a team of e-commerce professionals, fostering a collaborative and high-performing environment.
- Delegate tasks effectively and ensure seamless coordination between different teams, such as marketing, design, and development.

Data Analysis and Reporting:

- Regularly analyse performance data and generate comprehensive reports outlining key findings and actionable insights.
- Use data-driven insights to make informed decisions, refine strategies, and propose new initiatives.

Qualifications and Skills:

- Proven experience as an Ecommerce Manager or similar role, with a track record of driving revenue growth.
- Strong merchandising skills
- Proficiency in Salesforce Commerce Cloud and ideally Shopify Plus.
- Knowledge of Power BI and Content Square preferable as well as strong excel skills
- Strong analytical skills with the ability to interpret data, generate insights, and make data-driven decisions.
- Commercial acumen and ability to develop and execute strategies aligned with business goals.
- Excellent leadership and team management skills, fostering a collaborative and productive work environment.
- Solid understanding of digital marketing channels and their impact on e-commerce performance.
- Demonstrated expertise in optimising user journeys, conversion rates, and average order value.
- Exceptional communication skills, both written and verbal.
- High attention to detail and a proactive problem-solving attitude.
- Comfortable working in a fast-paced and dynamic e-commerce environment.

WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day.
- The chance to train and develop your skills in a fun and fast working environment.
- Competitive benefits package – 33 days holiday (inclusive of 8 bank holidays), great discount on our products and other brands within the group, private healthcare, flexible working hours, company pension scheme and cycle to work scheme.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done.

To apply, please contact jobs@orlebarbrown.com with copy of your CV and a friendly introduction. Unfortunately, due to the number of applications, only those that are successful will be contacted.

Direct applications only. Recruitment agencies – thanks for reading, but we've got this one covered!