



## JOB DESCRIPTION

**JOB TITLE:** Head of Ecommerce (11 month Maternity cover)  
**DEPARTMENT:** Ecommerce  
**REPORTING TO:** Digital Director  
**LOCATION:** London  
**SALARY:** Competitive

## COMPANY PROFILE

Orlebar Brown 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.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through [www.orlebarbrown.com](http://www.orlebarbrown.com). The first Orlebar Brown store opened in London in 2011, and there are now nine stores in the UK, eight stores in the US, and four in France, alongside stores managed by franchisees in Australia, Dubai, Greece and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

## THE POSITION

The Head of Ecommerce will be responsible for **driving ambitious online sales growth** by delivering a customer-focused, brand-appropriate and best in class online shopping experience for Orlebar Brown customers. This role will also be responsible for digital marketing, working closely with the marketing team and the CRM team to optimise the total spend to drive acquisition, engagement and revenue. Ultimately, this person will be fully responsible for the channel.

# ORLEBAR BROWN

## KEY ROLES AND RESPONSIBILITIES

- Responsible for P&L of online channel
- Implement and drive activities to deliver ambitious sales goal.
- Lead all ecommerce activities and develop a global customer-focused ecommerce strategy
- Ensure the brand is adequately represented on the website and digital media
- Developing high-level site performance, you will ensure that the websites are continuously optimised. Work towards an agreed business plan to develop continual site improvement: running AB/MV test programmes and using ContentSquare and Google Analytics to run a clear development plan. Continually review if site is fit for purpose and make appropriate recommendations if not.
- Work with key departments (Retail / Marketing / Design / Finance / Merchandising / IT) to ensure strategies are fully supported and integrated into executional plans
- Develop and execute plans to broaden the geographic reach of the brand to agreed geographies and territories.
- Management of relationships with key agencies
- Manage the web development product backlog, web releases and web issues.
- Work with CRM to ensuring the profitable spend on recruiting of customers digitally and ensure we are encouraging repeat purchase from our database.
- Work to ensure that site merchandising optimises sell through, promotion of best sellers or focused product, and is visually appealing
- Work with Marketing on developing online campaign execution and broadening campaign reach through digital channels.
- Ensure appropriate management reporting is in place to demonstrate site performance and future site investment on marketing, merchandising and development.
- Building strong user/customer business cases for development of new offerings to the online customer.

## EXPERIENCE

- Numerical (budget, forecasting, reporting)
- Knowledge of GA, Power BI, SFCC preferable
- Independent and responsible
- Personable with strong people skills
- Experience of project management
- Experience of managing web releases
- Knowledgeable in digital marketing from a performance and brand awareness perspective

# ORLEBAR BROWN

## 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, flexible working hours, company pension scheme and cycle to work scheme.