

E-Commerce Manager

Wedded Wonderland is Australia's most popular Wedding community. We have a following of 1.5 mill+ on social media, and are a trusted source for many Couples and Businesses alike.

As innovators and leaders in this space, COVID has presented many hindrances yet exciting opportunities in this market. Wedded Wonderland is transforming the way consumers engage with products and services for Weddings, Events and Life Ever After.

We have an exciting opportunity for an experienced eCommerce Manager to drive the next stage of our online growth and join us in this amazing journey.

Based at our North Strathfield office, you will be reporting directly to the Founder and Director of Wedded Wonderland.

This role will be primarily responsible for driving Digital and Social Media, Performance Media, including Paid and Organic Search, and Content Strategies.

The Ecommerce Manager will identify key commercial opportunities and drive trade through Wedded Wonderland, inspiring and educating the digital team on ecommerce, and revolutionising the way we do business.

You must have a passion for Weddings, Lifestyle and Fashion, with a finger on the pulse of market trends, an in-depth understanding of Wedded Wonderland's position in the market, and our Customer journey.

Responsibilities:

- Management of our E-Commerce website including briefing of build, testing, product placement, navigation and performance
- CRM build and database management including pipeline integration and lead funnel management
- Manage the growth of our ecommerce revenue channel through efficient, customer-focused operations management
- Oversee the management of customer acquisition and retention programs leveraging SEO, SEM, email marketing, affiliate and social media strategies
- Create and optimise the online customer experience to increase conversion
- Conduct in-depth traffic analysis and research to generate insights and identify new opportunities for growth beyond Search.
- Leverage our strong and broad network of Stakeholders including Influencers, Business Owners and Experts
- Manage the site through promotional and seasonal periods, marketing online and through digital channels while adhering to brand guidelines

- Continually work with the development team to optimise the website to increase conversion rates, using testing tools and other analytics insights to test recommendations
- Continually work on strategies to improve the customer journey and personalisation for our digital customer
- Develop, implement and manage the online merchandising strategy and content plan in line with our Marketing Calendar and relevant affiliate and direct stock analysis
- Manage and load all product information, content pages, website changes, updates, etc.

To be successful in this role, you will have:

- Min 3 years' experience in a similar role at an ecommerce company
- Understanding of long shelf life sales
- Expert understanding of digital including Paid Search, Google Adwords, Affiliate, Social and Display
- Understanding of omni-channel environments; website, customer care, CRM and advertising.
- Strong analytical capabilities with an ability to use and interpret data to make data-driven decisions.
- Self-motivation to think outside the box and develop creative/innovative solutions.
- Proactive, attention to detail and results-driven attitude.
- Understanding of niche industries and idiosyncrasies around this
- Demonstrated success in delivering online sales growth in a privately owned business
- The ability to formulate strategies to exceed business objectives and overcome challenges
- Strong communicator
- Exceptional analytical and project management skills
- Experience in affiliate marketing and dropshipping marketplace
- Experience in Shopify PLUS
- Experience with Google Analytics a must
- Experience in Social Media organic and paid content is a must
- Experience in driving E-commerce sales through Social Media channels is a must