

 **GOODWOOD**

**The Role**

The **E-Commerce Manager (Retail Division)** will be part of **Retail team** and report to the **Retail Manager**

**About us**

At Goodwood, we celebrate our 300-year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood’s success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world’s leading luxury experience.**”

**Our Values**

**The Real Thing Derring Do Obsession for Perfection Sheer Love of Life**

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

The business is currently turning over in excess of £1m and we are looking for a dynamic individual who can help grow revenues to £2m by 2025 delivering £500k profit margin.

You will be responsible for delivering the Online Sales budget for our Retail business. The role will oversee all elements of E-Commerce from Digital Marketing, Campaign management, Digital Merchandising and Conversion Rate Optimisation. The E-Commerce manager will form part of the Retail team and will work closely with the Central Digital team.

**Key responsibilities**

* Develop and executing the E-Commerce strategy for Retail
* Own the Campaign and Merchandising plan for all digital channels
* Day to day management of the retail website ensuring that all content and new products are kept up to date
* Responsible for email marketing management including building the emails.
* Weekly reporting on online sales, analysis of trends, conversion and recommendations.
* Work closely with the retail and data and insights team to grow the marketable database
* Management of our PPC Agency ensuring they deliver to set targets
* Work closely with the Digital Team to ensure SEO best practice is always adhered to
* Build awareness of the Retail brand across all digital channels with a key focus on social media
* Collaborate with the Content and Marketing Teams across Goodwood to promote retail as part of their comms strategy
* Defining the requirements for website photography and copywriting and commissioning this with various stakeholders
* Work closely with the Retail Manager to develop ongoing retail strategies and trading tactics
* To be aware of and recommend best in class practice together with ‘new tech’ methods to aid business growth

**Qualities you will possess**

* Highly Analytical and Commercially Driven
* Digitally minded
* Proactive and practical
* Tenacious
* Passion for what you do/Sense of fun
* Excellent attention to detail
* Ability to prioritise and organise
* Take responsibility for yourself
* Hunger to learn (keep up to date)
* Flexibility to change and able to adapt
* Excellent communicator and writing skills
* Self-starter with great collaboration skills.
* Customer Champion

**What do you need to be successful?**

* Good standard of education
* Excellent ecommerce management experience of a B2C retail website
* Extensive experience of digital marketing that includes Paid Media, SEO and Social Media ideally in the retail sector
* Agency Management experience
* Proficient in Google Analytics, Shopify and email marketing platforms
* Proven ability to work under pressure and to deadlines
* Great key stakeholder management and influencing skills.
* A confident and articulate communicator capable of inspiring strong collaboration in an organisation
* A self-starter attitude - ready to seize opportunities and make opportunities without having to be told.
* Wider knowledge of Digital technology