**Role Description & Person Profile**

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| Job title: | **E-Commerce Account Manager** |
| Reports to: | TBC |
| Location: | Home Based |
| Direct & Indirect Reports: | TBC |
| Role Overview | The E-Commerce Account Manager will play a key role in driving online sales and strengthening our digital presence across key Customers and our Direct-to-Consumer (D2C) platform. This role focuses on building strong partnerships with major E-Commerce retailers such as Amazon and Viovet, optimizing product performance, and delivering growth through data-driven strategies. Working closely with cross functional teams, the E-Commerce Account Manager will ensure seamless execution of sales initiatives, enhance customer experience, and achieve key performance targets across our brand portfolio |
| Key Responsibilities: | * Manage and grow relationships with key E-Commerce partners such as Amazon, Viovet, as well as third-party marketplaces and social selling platforms. * Optimize and drive performance across our D2C platform. * Develop and execute strategies to increase sales, improve product visibility, and boost customer engagement. * Analyze sales data, track performance KPIs, and make data-driven decisions. * Monitor competitor activity and market trends to inform growth strategies. * Collaborate with the marketing team to implement effective campaigns, promotional activities, and content tailored to online platforms. * Ensure product listings, pricing, and inventory levels are optimized across all channels. * Manage advertising campaigns (PPC, sponsored listings) on E-Commerce platforms to maximize ROI. * Work with internal teams to ensure seamless product availability and delivery. * Create regular reports to track progress and identify opportunities for improvement. |
| Budget Responsibility: |  |

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| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| * **E-Commerce Account Management**: Proven experience managing E-Commerce accounts such as Amazon, Viovet and other marketplaces | | * **Pet / Equine Industry Knowledge**: Passion for or experience in the equine and/or pet wellness/supplement market |
| * **D2C Platform Management**: Experience managing Direct-to-Consumer platforms, optimizing sales funnels, and improving user experience. | | * **Amazon Seller Central/Advertising**: Proficiency in Amazon Seller Central, including managing ads, optimizing A+ content, and dealing with account health/performance issues |
| * **Data Analysis and Reporting**: Strong analytical skills with the ability to interpret data, identify trends, and make informed business decisions | | * **D2C Platform Tools**: Experience with Shopify or similar D2C technology |
| * **Digital Marketing Knowledge**: Understanding of E-Commerce-specific marketing, including PPC advertising, SEO for marketplaces, and promotional strategies. | | * **Global Marketplaces**: Knowledge of international marketplaces and strategies for global expansion |
| * **Product and Inventory Management**: Experience optimizing listings, managing inventory levels, and coordinating with supply chain/operations | | * **Marketing Campaign Development**: Experience in developing campaigns tailored to niche products and wellness-focused audiences |
| * **Communication and Negotiation**: Strong communication, relationship-building, and negotiation skills with E-Commerce partners | | * **Technical E-Commerce Tools**: Familiarity with tools like Google Analytics, Amazon Analytics, Helium 10, or similar E-Commerce optimization software |
| * **Sales Growth and KPI Delivery**: Demonstrated success in driving online sales growth and meeting/exceeding KPIs | |  |
| **Key Behaviours** | * **Commercially Driven**: Focused on achieving growth targets and identifying opportunities to maximize sales * **Detail-Oriented**: Ensures accuracy across product listings, reporting, and performance monitoring * **Data-Led Decision Making**: Makes informed choices based on analytics and performance metrics * **Collaborative**: Works effectively with cross-functional teams, external partners, and stakeholders * **Proactive and Self-Motivated**: Takes initiative to solve challenges and drive results without constant supervision * **Customer-Focused**: Understands customer needs, behaviour, and experience to deliver value and build loyalty * **Problem Solver**: Identifies obstacles and implements effective solutions quickly and efficiently * **Adaptable**: Thrives in a dynamic, fast-paced environment and adjusts to new challenges and priorities | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. | Opportunity to expand into International Markets as part of role. Requirement to attend either Peterborough and/or Monmouth on occasional basis | |

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