**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.
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| 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
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| * **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
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| * **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
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| * **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
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| * **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
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| * **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
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| * **Sales Growth and KPI Delivery**: Demonstrated success in driving online sales growth and meeting/exceeding KPIs
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| **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
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| **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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