

MARKETING & E-COMMERCE MANAGER FOR FASHION FORMULA



We are looking for a remarkable Marketing & E-commerce Manager who will be responsible for managing and driving growth across our e-commerce platforms via conversion rate optimisation, email marketing, and social media. A captain and commander at mission controls.

The hero we are looking for is a reliable professional with excellent optimisation and analytical skills. They possess great attention to detail and a holistic business mindset.

The talented individual we are looking for is exceptional at e-commerce growth and has strong experience in inventory management. They also have experience in using email marketing to drive revenue. They must be open to using social media as an avenue for growth and be open to upskilling.

Do you have killer optimization skills? Expert e-commerce experience? Enjoy the prospect of joining an award-winning brand in hyper-growth mode? We would love to talk to you!

WHAT YOU'LL BE DOING:

- Achieve daily sales forecasts by ensuring that key metrics such as AOV, Conversion, LTV and gross margin are all on target and taking the appropriate actions to ensure these KPIs are hit.
- Analysing the on-site customer journey via analytics tools, to ensure there are no opportunities for on-site improvement. Where an improvement is identified and required, escalating the recommendation to the internal stakeholders.
- Identify trends in the wider market through regular insight check-ins and competitor analysis that can translate into commercial opportunities.
- Analysing competitors and their online proposition, pricing and promotional strategy to ensure the site is established in the correct market position, in line with Fashion Formula's wider strategic direction.
- Implement and support the analysis of localised campaigns.

- Implement cross-sell and upsell suggestions for products to drive revenue performance.
- Design and implement an email marketing strategy, optimised for e-commerce
- Implement a social media strategy that ties in with current offers and in line with Fashion Formula's messaging. Work with influencers in the space to tie into the

WHAT YOU'LL NEED:

- Remarkable experience with e-commerce platforms, preferably Magento.
- A keen interest in marketing and e-commerce is essential and an ability to demonstrate this interest is key.
- Previous experience with email marketing in an e-commerce environment
- Strong writing skills
- A relevant degree such as (but not exclusive to) business, finance or economics is sufficient.
- An interest in sales, targets and forecasting, inventory management and an eagerness to learn about a commercial function.
- A strong 'self-starter' attitude and the ability to learn new skills is important.
- An ability to build and maintain strong relationships is key.
- Excellent communication skills are required, both verbally and written.

Other skills that are a plus:

- Passion for crafts and fabrics
- Understanding of the industry
- Klayvio Experience
- Magento Experience
- Google Analytics
- Canva (basic graphic design, editing, and branding)
- Email Marketing
- Social Media Management
- Loomly

Job Details:

- Full-time role with a three month trial period; NO MOONLIGHTING.
- Remote Role
- 40 hours per week
- Must be available for a couple hours per day on London's time zone

Your Compensation and Perks:

- Flexible work hours. You'll have the ability to create your own schedule.
- Competitive pay (hourly wage work).
- Increase and build your skill set in e-commerce and marketing.
- Be part of a dynamic team and a growing company!

HOW TO APPLY:

Send CV to Carolyn with the subject "Fashion Formula E-Commerce Manager" to hr@successwise.com along with approximately 400 words on why Fashion Formula and what interests you in this role. Apply TODAY!

NEXT STEPS:

If you're a fit, we'll send you a Content Task to perform. Please complete accordingly. If we like what you've done, we'll follow up with a Zoom interview.