

Job Description

Job title:	Website Trading Manager
Salary:	£TBA plus bonus, dependent on experience. Plus 25 days holiday (incl bank holidays), stakeholder pension and staff purchase programme
Start date:	Immediate
Contract:	Permanent
Location:	Based at Evans Cycles Head Office, Camino Park, RH10 9TZ.
Reporting to:	Head of E-commerce
Office environment:	Environment: Non-smoking, open plan Hours: Standard working hours 9:00 – 6:00 (1 hour lunch) Monday to Friday. Dress code: Casual
Company Profile:	<p>Evans Cycles is the UK's largest specialist cycle retailer, currently operating 35 stores nationwide and a long established but dynamic mail order and e-commerce operation.</p> <p>The cycle industry is experiencing strong growth, fuelled by an increase in cycle commuting, growth as a sport & leisure activity and cycling as a fun everyday activity. The stores and direct sales operations are experiencing double digit growth, and there are ambitious plans to increase our growth further.</p> <p>You will work in an open plan office, in close proximity to the company's fellow marketers, designers and ecommerce teams. You will be working in a busy fast moving environment where your fellow employees are young and outgoing with most being keen cyclists.</p>

Due to significant growth in the Evans Cycles ecommerce business a Website Trading Manager role has been created to oversee the commercial trading of the Evans Cycles website.

The role will be primarily responsible for the trading of the website with a particular focus on maximising conversion and AOV. The role will work closely with the Online Acquisition Manager, who is responsible for delivering traffic to the website.

The role provides the right individual a unique opportunity to make their mark on a fast paced ecommerce business that is still in it's relative infancy.

Personal requirements:

The candidate for this role will be a person with passion for ecommerce and delivering a first class website experience. Retail ecommerce experience is a must along with a track record of managing external agencies.

The candidate must be commercially aware and be able to work towards set targets, focusing on conversion rates and average order values, whilst at the same time considering the needs of the customer.

Experience with analytics, CMS and other online tools, as well as the ability to interpret and act upon the information that these tools provide is a requirement.

An understanding of and passion for bicycles is a huge advantage.

Key responsibilities:

- **Website trading strategy**
 - Responsible for establishing and managing a website trading strategy to deliver set objectives including conversion rates and AOV in order to achieve global direct sales objectives.
 - Preparing and managing website trading budgets
- **Product content**
 - Managing the product content team who are responsible for the sourcing and enriching of all product related content on the website, including rich media.
- **Online merchandising**
 - Working with the Buying & Merchandising team to identify key products and product categories to promote online
 - Feeding back to the B&M team relevant product stats and information from the website.
- **Website development**
 - Identifying website development opportunities to meet commercial objectives
 - Supporting the Website Development Manager to spec out and project manage external developers
 - Liaising with internal stakeholders to ensure smooth implementation of developments
- **Reporting**
 - Responsible for establishing and producing regular website management reports
- **Online marketing calendar**
 - Working with the marketing and ecommerce teams to produce an online marketing calendar
 - Undertaking promotions and merchandising product across the website to reflect the marketing calendar
- **Customer behaviour**
 - Utilising analytics tools to analyse the behaviour of customers online, ensuring the customer journeys throughout the website are as efficient and commercially effective as possible.
- **CRM**
 - Assisting to establish online CRM activities to maximise conversion and repeat purchases online.
- **Competitor activity**
 - Researching and learning from key competitors and leading ecommerce websites
 - Ensuring our online product offering is competitive in our sector.
- **Static content**
 - Responsible for the creation and maintenance of static content throughout the site