



Job description

Job Title	eCommerce Manager
Location	Home based with occasional travel
Reports to	Director of Digital
Salary	£31,800pa + benefits
Hours	35 per week flexible, fixed term 4 year contract with the anticipation of making permanent

Do you want to build a new ecommerce brand in the cultural sector from scratch? Do you have a flair for creating beautiful websites? This is an exciting and unique role, with the potential to reach a large audience, working with some of the most creative and respected cultural organisations in the UK and beyond.

We're looking for a highly motivated eCommerce Manager to join our friendly, dedicated, and ambitious team. This job is focused on creating a new site designed to sell subscription boxes and experiences from the arts & heritage sector in the UK, and then taking ownership of running the business and increasing sales.

About the Association for Cultural Enterprises

Cultural Enterprises is a charity with hundreds of member organisation in the UK and beyond. Current members can be found in the member directories on our [website](#).

Our aim is to promote commercial best practice in the cultural and heritage sector by providing training and networking opportunities, and facilitating the sharing of information and experience between our members.

We care passionately about working in such a thriving and life-affirming sector, and are always looking for opportunities to help our members.

Cultural Enterprises is an Arts Council England funded Sector Support Organisation (SSO).

About the website

Cultural Enterprises is currently in a research and development phase to create an online shop, most likely on Shopify. The name and brand are to be confirmed, something we would like you to take part in depending on your start date.

The site will be focused on selling subscription-based products and experiences, both in-person and digitally, solely from cultural organisations. The site will be run as a social enterprise, which although needing to make profit, a key USP is to create new revenue streams for arts & heritage organisations who join.

We will work with cultural organisations to develop product for the site.



About the role

As our eCommerce Manager you will be responsible for maintaining and growing the shop database by liaising with merchants and a product development manager to refine and grow the shop offer.

Pre-launch you will help establish the brand and the look of the site, set-up payment gateways, partner on-boarding, and shipping solutions.

Post-launch you will relish taking ownership of the site, being responsible for adding content and merchandise, copywriting, and facilitating best practice UX working with an external digital marketing agency. Whilst working to that all important budget.

Key Responsibilities

Build and develop our site, ready for launch and beyond

Take ownership of the ecommerce platform, including product, category, and structural build, including adding products, managing the payment gateways, and shipping solutions

Be the point of contact for any partner or customer queries

Work toward an annual P&L budget, agree and set financial targets, conversion rates, and traffic

Write excellent SEO rich copy

Analyse site performance through Google Analytics

Work with our product development manager and prospective merchants to identify winning products that will appeal to our online audience

To help identify potential merchants from within and without the Association's membership

Own the relationship with any external third-party marketing and PR partners, with a working knowledge of Google Ads and PPC

Build a database of potential customers

Support the Director of Digital and the rest of the organisation in creating digital solutions toward the organisation's goals, including providing ecommerce training to our membership once the website has launched

Person Specifications

Necessary Skills

You will be a self-starter, enjoying working autonomously and taking ownership of a product. The ability to work collaboratively with a small, friendly team is important.

Experience of working the cultural sector would be beneficial, but is not a pre-requisite.

You will be a good communicator and team-player with excellent written communication skills, experience of writing copy for commercial purposes, and a good understanding of SEO. You will have an eye for detail, a flair for design, and experience using Photoshop, or equivalent, to create imagery for website landing pages and marketing purposes. You will have good technical skills and an ability to think creatively about solutions that help us to scale and grow the shop.

The ability to work flexibly in a small team is important, when one day can involve strategic decisions about the brand, to organising a product photo shoot.

Essentials

At least 3 years' experience as an ecommerce manager or equivalent, developing an online business

Experience using Shopify or equivalent

Excellent design skills including working knowledge of Photoshop or equivalent

First-class written and verbal communication skills

Proficient in website copywriting, SEO, and Google Analytics

Strong understanding of the user journey and user experience

Good storytelling abilities for products and ranges

Awareness of basic best practice for digital marketing

Proven track record of growing sales and managing a P&L

Desirable

Interest in the arts & heritage sector, including experience working in the sector

Experience of bringing products to market and product development

Working with digital marketing agencies and/or PR

Marketing communications through Mailchimp

Brand development

**Contract**

Full time, 4 year contract

Salary £31,800k per annum

Six-month probationary period

One-month termination clause

Benefits

Work from home, anywhere in the UK. An office is available in County Durham if desired

Unlimited holiday entitlement, in agreement with your line manager

Life insurance

Employee Assistance Programme

How to apply

Please share your CV and a covering letter to admin@culturalenterprises.org.uk

Deadline

31 August 2021