



Job description

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

Do you want to help build a new ecommerce brand in the cultural sector from scratch? Do you have a flair for creating interesting and commercial e-commerce products and most importantly, do you have the skills to help others to do this? 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 Product Development Manager** to join our friendly, dedicated, and ambitious team. This job is focused on the product in a new site designed to sell subscription boxes and experiences from the arts & heritage sector in the UK. You will be required to take ownership of creating the range, developing the product with the venues, and managing the ongoing product development of the business

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 Product Development Manager, you will be responsible for managing the range of products. To do this you will be finding the venues and working with them to develop products. You will be helping to define branding, packaging, and developing service level agreements with the venues to ensure the best possible customer experience.

You will be working with the eCommerce manager to pro-actively run the business.

Pre-launch you will work with the Director of Digital to help establish the brand and the look of the site, set-up brand standards and photography solutions and identifying other potential requirements.

Post-launch you will relish taking ownership of the range, being responsible for the development of the products, negotiating with venues to ensure their ability to maintain product flows and facilitating best practice of service. Whilst working to that all important budget.

Key Responsibilities

Work with E Commerce manager to build and develop our Shopify site, ready for launch and beyond.

Take ownership of the range development by working with venues and prospective merchants to manage and create the experiences, hybrid subscriptions and straightforward subscription packages that meet the target customer profiles.

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

Analyse product performance.

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

To share knowledge and experience through sessions to members as part of our learning and events programme.

Support the Director of Digital and the rest of the organisation in creating digital solutions toward the organisation's goals, including providing 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 both within the organisation and with the venues is critical.

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. You will have an eye for detail and a flair for design. 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 a retail buyer or equivalent with online product experience

Experience of bringing products to market and product development

Ability to create ranges

A thorough grounding in retail finance

First-class written and verbal communication skills

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

Experience using Shopify.

Desirable

Experience of creating or selling subscription boxes or similar

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

Working with digital marketing agencies and/or PR

Marketing communications through Mailchimp

Understanding of Brand development

Product photography skills

VM skills

Contract

Full time, 4 year contract, working flexi-time

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