Ecommerce Sales Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of ecommerce sales. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for ecommerce sales

• Manages the eCommerce marketing calendar for the business

• Liaises with Marketing, PR and Social Media for integrated marketing initiatives

• Contributes towards the Annual Operating Plans by providing over-arching strategy, budget and sales forecast for all online marketing tactics

• Responsible for the day-to-day on-site & off-site marketing of NA eCommerce and achieving ROI targets

• Manages external performance marketing agencies to provide constant revenue and traffic growth through ongoing optimization and innovation of all marketing tactics

• Manages annual online marketing budget adhering to strict efficiency guidelines for performance-based tactics maximizing key opportunities for brand-building activities

• Works with online marketing agency to maximize site traffic and sales demand across Ray-Ban and Oakley eCommerce websites, while meeting specified ROI targets

• Works closely with cross-functional peers on the Retail, Wholesale and Brand teams to ensure all communication is integrated to drive traffic

• Collaborates with international teams to share best practices and efficiencies

• Manages and mentors a team to drive qualified traffic through various acquisition tactics (SEM, SEO, Email, Affiliate Networks, Social Media, and Display Remarketing)

Qualifications for ecommerce sales

• Possess strong knowledge of Interfaces and SOA

• Strong business, finance and budgeting background

• Proven track record of working collaboratively with both cross-functional and IT-only teams

• Experience working within a very formal PMO-driven environment