

E-Commerce Manager

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Company: Snavhant

Location: Zambia

Category: other-general

The Offer

Opportunity to make a positive impact

Work alongside & learn from best in class talent

Opportunity within a company with a solid track record of performance

The Job

Your responsibilities will include:

1. Shop Management:

Take ownership of the online shops for Ireland Before You Die and Meanwhile in Ireland on Shopify and Etsy.

Optimise product listings for maximum visibility and conversion.

Monitor and manage inventory levels, collaborating with suppliers as needed.

2. Sales Growth:

Develop and execute strategies to boost online sales and revenue.

Utilise analytics to identify opportunities for growth and optimization.

Implement pricing and promotion strategies to enhance customer engagement.

3. Advertising and Marketing:

Plan and execute targeted advertising campaigns to drive traffic and sales.

Leverage social media and other channels for effective promotion.

Collaborate with the marketing team for cohesive promotional efforts.

4. Product Development:

Work with designers and suppliers to introduce new, appealing products.

Stay informed about market trends and customer preferences.

5. Printful Integration:

Utilise Printful for seamless order fulfilment and product customisation.

Ensure the smooth operation and optimisation of the Printful integration.

6. Analytics and Reporting:

Monitor and analyse e-commerce metrics to gauge performance.

Provide regular reports on KPIs and actionable insights.

The Profile

The ideal candidate will have:

Proven experience in managing e-commerce platforms, specifically Shopify and Etsy.

Familiarity with Printful for order fulfilment and product customisation.

Demonstrated success in increasing online sales and revenue.

Proficiency in running and optimising digital advertising campaigns.

Analytical mindset and the ability to derive insights from data.

The Employer

Our client is a digital media company that owns several influential websites, including Ireland Before You Die and Meanwhile in Ireland

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