Job Description

Job Title: eCommerce Manager

Location: Manchester

Reports To: Head of Digital

Role Purpose

- The purpose of the role is to drive the performance of all websites in the Kaplan UK estate including kaplan.co.uk, Kaplan Financial, Kaplan Publishing, CIMAstudy.com and Kaplan.my focussing on online enrolments, revenue, customer experience and lead generation.

Responsibilities

Web content management:

- Manage the onsite content and customer experience across the Kaplan estate.
- Fully responsible for the creation of appropriate customer journeys based on achieving campaign objectives across multiple channels, with specific regard to;
    - Appropriate landing pages with suitable CTA and journey to conversion.
    - Layout best practice
    - Usability
    - Setting project objectives
- Set metrics for analysis and measuring benefits / change in online benefit (CRO)
- Liaises with stakeholders to ensure new products are represented correctly and effectively
- Inputs into ecommerce strategy
- Works with IT on functional elements to improve conversion/customer experience
- Identify the appropriate goals for each campaign.
- Impact analysis of updates against specific goals with regular reports delivered to the wider Marketing department and business.
- Prioritising requests from numerous stakeholders around the business in line with business benefit, deadlines and course timetables.

Relationships

- To establish and develop key relationships to ensure delivery of objectives throughout the business, with particular focus on Product, Design and IT teams.
- Interface with other departments to effectively meet customer and business needs.
- Work closely with the digital team to ensure a seamless customer journey is achieved throughout communications & the campaigns are fully integrated across all channels

Leadership & Team Management:

● Manages web content team with line management of 4, including developing their objectives, identifying development areas and building development plans as well as day to day support.

Person Specification & Competencies

Job Title: eCommerce Manager
Level: Manager

Technical Experience & Capabilities:

● Educated to degree/professional level.
● Excellent written and verbal communication skills.
● Commercial digital marketer with proven record of driving ROI
● Extensive on site content creation experience (wireframing, usability, functional design)
● Experience with A/B testing and Google Analytics or similar analytics package
● Working knowledge of the capabilities of web languages is a benefit (HTML, CSS, Javascript)
● People management experience
● Strong presentation skills
● Creative thinker
● Results driven

Competencies:

A. Developing Others
● Motivates and empowers others
● Provides direct reports with feedback and coaching
● Delegates work effectively

B. Communication
● Articulates a clear and compelling message
● Uses business communication skills and etiquette
● Influences, persuades and negotiates effectively
● Communicates assertively and with confidence
● Facilitates effective meetings

C. Problem Solving and Execution
● Plans and executes projects effectively
● Establishes standards and measurements
● Sets priorities
● Manages risks
● Holds self accountable for problems in own area of control

D. Customer Focus
● Assumes responsibility for solving customer problems
● Builds customer confidence

- Is committed to increasing customer satisfaction
- Is responsive to internal customers
- Solicits ideas and opinions from customers

E. Results Focus
- Accepts accountability
- Overcomes obstacles
- Prioritises tasks
- Sets challenging goals
- Targets and achieves results