

Vice President - E-Commerce

Our Client is a high-growth multi-channel of cosmetic products and vitamin supplements for its own proprietary brands selling nationwide through TV, Internet, radio, direct mail, magazines, and retail. They are one of the largest advertisers in TV and Radio advertising.

GENERAL SUMMARY

We are searching for a hands-on Vice President of E-Commerce to be responsible for developing and carrying out plans to grow the profits from various company brands through online marketing. The Vice President, E-Commerce will help define the company's ecommerce objectives; provide solutions; develop and manage plans and budgets; implement plans on time and within budget; and provide analysis and reporting.

ORGANIZATIONAL RELATIONSHIP

Under the general supervision of the Chief Marketing Officer, The VP of E-Commerce will oversee the E-Commerce Department including Senior Manager, Ecommerce and Coordinator, and Web Content. The Vice President provides regular progress reports to Executive Management. The E-Commerce department works closely with the IT, Marketing, Creative Services and Communication departments and interacts frequently with other departments. The VP will manage relevant third party relationships.

DUTIES & RESPONSIBILITIES

1. Establish operational strategies for the following: evaluation of trends; monitoring and reporting of critical measurements and web analytics; utilization of testing methods, problem resolution and implementation of changes.
2. Establish and implement strategies to drive increased traffic to all sites.
3. Establish and implement strategy and creative to maximize conversion by researching, analyzing, and defining customer requirements; identifying target customers; analyzing competitors' offerings; identifying strategic content partnerships.
4. Prepare and implement Ecommerce project plans including: statement of purpose and scope, standards and protocols, budget and resource allocation.
5. Deliver critical measurement statistics for online marketing to optimize profitability of E-Commerce
6. Identify, evaluate, select, and manage third parties needed to assist in achievement of objectives. Third parties such as agencies for PPC, SEO, Social Media, affiliate marketing, strategic linking, etc.
7. Provide regular reporting and analysis on performance of sites.
8. Direct oversight and responsibility for P&L of Ecommerce department.

QUALIFICATION

The Person:

- Expert in internet and Ecommerce.
- Commercially astute, analytical and profit driven.
- Significant experience driving large scale campaigns driven through micro-sites from external and internal sources.
- Outstanding marketer that understand how to use website creative, offers and site functions to maximize site conversion and life time customer profitability.
- Significant experience in building a strong, analytically drive online marketing team that can rapidly test campaigns and roll out successful programs.
- Significant experience in all facets of online marketing including email, website conversion, SEO, paid search, banner, and affiliate marketing for both acquisition as well as customer retention and remarketing.
- Excellent communicator.
- Outstanding networker.
- Proven track record in delivering success through team work.

Role Requirements:

- 5+ years experience in Senior Ecommerce position with team management and P&L responsibilities; direct response, cosmeceutical or nutritional products experience preferred.
- Tangible track record of growing online revenues and improving department/company profitability.
- Bachelor's degree.

Technical Qualifications:

- Proficient - Microsoft Office Products (Word, Excel, PowerPoint)
- Experience with database and content management software
- Experience with web analytics tools