

Job Description: Ecommerce Manager (MC540)



Department: Clothing

Job role overview:

Joining Triumph Motorcycles provides a unique opportunity to work with a globally recognised brand that blends innovation and a rich history.

An excellent opportunity has opened for a commercially minded, data driven Ecommerce Manager to join the Clothing team to drive growth and continued expansion across our global markets. This is an exciting, fast-paced environment where you will lead the D2C vision and have a direct impact on the success of Triumph's Clothing site by setting and executing our Ecommerce Strategy.

Working collaboratively across multiple departments and subsidiaries, you will be the spokesperson for the Ecommerce function of Clothing, ensuring that Digital Marketing activity is maximised across markets, and any wider business projects are briefed on potential impacts to Clothing.

You'll take a growth focused approach and optimise the Ecommerce site for Conversions and AOV, paying close attention to user journeys, purchase funnels and leveraging sales trends and on-site marketing activation to make the most of every campaign. Alongside UX updates, you'll build business cases for larger, long term projects to further drive market expansion, so a good technical understanding of the Ecommerce landscape will be highly beneficial.

This is a high-impact role with business wide visibility, so you must be comfortable leading workshops and presenting to senior level board members.

Report to: Clothing Director

Location: Triumph Motorcycles Ltd, Hinckley

Duties and Responsibilities:

- Overall accountability of Ecommerce strategy to drive global growth
- Own the Ecom development roadmap, adding opportunities for feature enhancements and larger projects for continued expansion
- Coordinate execution of the roadmap with IT, ensuring internal and external resources are lined up in order to carry out projects effectively
- Maintain relationships across the business and be the key driver of our D2C Clothing vision
- Liaise with Subsidiaries and the central commercial team on promotional activity, securing business buy-in and aligning plans
- Manage the Ecom budget, accurately forecasting spend across all areas of web development and digital marketing
- Work with the Global Marketing Manager to build out an annual trading calendar, taking into account market variances
- Own the relationship with third party development and marketing agencies
- Coordinate with logistics and warehouse teams, ensuring peak periods are resourced correctly
- Take a hands-on approach to analysing customer data, drawing actionable insights for increasing LTV and maintaining profitable ad spend
- Own our PBI data insights dashboard, coordinating with the data team for improvements and raising any bugs/issues
- Manage the Ecom web support backlog, logging and triaging tickets whilst keeping to agreed budgets
- Report on performance and project updates to the senior board on a monthly and ad-hoc basis
- Ensure all web development and marketing activity is carried out in-line with GDPR legislation and adhere to Triumph's privacy policy
- Lead the Ecommerce team, setting relevant goals for each work area and ensuring processes are carried out efficiently

Person Specification: Ecommerce Manager (MC540)



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	Google accreditations – GA4, GTM, GMC, etc Marketing Degree (or similar field)
Professional Experience and Skills	<p>Minimum 2+ years in a similar Ecommerce Management role</p> <p>Demonstratable experience leading Digital Marketing activity</p> <p>Proven track record of increasing Conversion Rates through UX and CRO improvements</p> <p>Experience leading complex, enterprise level Ecommerce projects</p> <p>Comfortable analysing large sets of data to draw actionable insights</p> <p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p>	<p>Experience or keen interest in riding motorcycles</p> <p>Previous experience of working within an automotive /manufacturing environment.</p>
Personality and Motivation	<p>Enjoys taking a data led approach</p> <p>Thrives under pressure</p> <p>Leads by example, motivates others and has a passion for Ecommerce</p> <p>Self-motivated and resilient.</p> <p>Flexible and adaptable.</p> <p>Excellent communication skills, clear and concise written and verbal skills</p>	

