



Director, E-Commerce

- Lead the ongoing development and customer experience for MASKED DIVISION's online ordering systems.
- Lay out the vision and product road map for future enhancements and refinements for MASKED DIVISION's online ordering systems that will further grow the business online.
- Lay out the strategy and see through execution the integration of existing and new products into the online ordering systems.
- Bring strategies and recommendations for growing online business to the rest of the organization, and work with stakeholders throughout the organization to see them through execution.
- Responsible for meeting the ROI for the online ordering systems.
- Identify and bring new customer experiences to the business, and see them through execution.
- Own the ongoing health and operations for the online ordering systems.
- Collaborate with other areas of the division to translate the business into an ecommerce entity.
- Define Web site business requirements, and oversee the customer experience mapping.
- Partner with UI lead to translate concepts and ideas from business requirements into wireframes, functional flows, site maps, and storyboards with a design team to communicate ideas for navigation and interaction models.
- Coordinate communications across development team, release team, operations, external partners, and clients/stakeholders.
- Collaborate with the project team to plan product launch materials, such as marketing communications, promotions and training plans.
- Partner with Strategic Marketing and Merchandising Lead to develop and execute marketing and promotion strategies, including online and offline advertising, email promotions, and publicity.
- Responsible for concept development, strategizing, planning, implementation and coordination of e-commerce initiatives. Drives site traffic through marketing efforts.
- Develop and implement reporting standards, audit standards, and operational procedures to ensure the quality of the customer's shopping experience.
- Ensure order fulfillment meets and exceeds customer's expectations.
- Responsible for on-line assortment pricing, promotions, and product presentation in partnership with marketing.
- Reviews website usage, competitive trends, and tracks and reports on the effectiveness of online marketing success and appeal.



Key Capabilities

- Able to manage cross-functional teams and influence peers to achieve business objectives.
- Able to tie departmental goals to corporate goals, communicating with individuals across the organization.
- Able to produce results in a fast-paced, quickly changing environment.
- Solid understanding of online competitive landscape.
- Highly strategic.
- Able to initiate and build strong working relationships with key vendors and business partners.

Requirements

- 10+ years experience with 5+ years experience in an ecommerce environment.
- Experience growing an ecommerce business, including responsibility for goal setting, budgeting, new site design, promotion, planning, site usability, site interface, etc.
- Great conceptual and creative mind with ability to identify and quantify significant business opportunities coupled with a strong eye for design.
- Proficiency in interpreting analytical data, metrics, surveys, and other measures of success for the Web. Ability to convert data findings into actionable opportunities for improvement in key areas.
- Proven ability to hire and manage the right vendors, partners and internal staff.
- Successful track record in building and growing site traffic and converting through innovation and interactive marketing techniques resulting in year over year increased revenue.
- Proven ability to listen and communicate with business users and technical staff
- Deep understanding of and experience with proven Web project management and best practices.
- Proficiency with SEO, key word search optimization and paid search marketing (PPC).
- Detail oriented, highly organized with superior time management skills along with an ability to work tactically yet see and attend to the big picture.
- Proven experience at handling multiple assignments and using strong prioritization skills.
- Effective planning skills.
- Effective consulting and coaching skills.