



## Manager, eCommerce, Book Clubs

- Drive product requirements definition, product planning and product design (including writing PRDs) of new product/site features for online book clubs, working closely with a team of designers, developers, analysts, and quality assurance testers to bring the features live to the site.
- Manage these aspects across the lifetime of the service, including post-deployment evaluations and managing the bug process to ensure feature performance and stability.
- Work with technical teams to develop key marketing and e-commerce functionality on site
- Work with management and others to further develop product strategy and identify new opportunities and markets.
- Manage day-to-day website operations of online book clubs including management of customer issues, defect tracking and remediation, partnering with IT, outside vendors, and customer care teams
- Collaborate with Project Managers on site schedules and priorities
- Manage the QA process from the business side to ensure that the QA team has proper test plans and test data.
- Responsible for business sign off of site functions.
- Identify necessary reports, metrics, and analysis to measure the effectiveness and validate the success of completed projects
- Support Marketing in establishing positioning for marketing campaigns
- Collaborate with Marketing in creating and updating marketing collateral explaining the unique value proposition
- Participate in Search Engine Marketing and Search Engine Optimization to achieve CPA and ROI objectives and improve site rankings from meta-tag listings
- Collaborate with Product Merchandising team on product selection, pricing and discounts, cross sell and up-sells, first time visitors offers, exit offers, landing pages and more.
- Create online promotions to generate excitement and interest for products and new product launches
- Collaborate with other team members to develop drive-to-site programs including online advertising, paid search, organic search and brand building (national advertising and PR coordination) and affiliate marketing, as well as to forecast and report online promotion and campaign sales, monitor sales results against projections, identify key conversion points



- Provide regular analysis of site traffic, product receptivity, marketing campaigns and ROI, and seasonal business trends
- Maintain deep understanding of industry and competitor activities and new online strategies and tools

#### Requirements

- 5-7 years consumer ecommerce product management and online marketing experience, with 3-5 years directly managing ecommerce business
- Experience in transforming business and design requirements into a product requirements document
- Keen knowledge of web development best practices, usability, and the product management lifecycle
- Demonstrated experience with online merchandising and online marketing.
- Experience using Omniture and analyzing site traffic data
- Strong management skills; organized, extremely high attention to detail, able to manage multiple time-sensitive projects
- Demonstrated success managing priorities and personalities in cross-functional teams
- Exceptional verbal and written communication skills
- Fast learner with passion for technology and design