

# VIETRI®

*Inspiring Life, Italian Style*

## **E-Commerce Manager**

VIETRI is currently seeking an experienced, energetic and highly motivated E-Commerce Manager, who thrives in a team environment, has outstanding interpersonal skills and a desire to explore new interactive digital marketing opportunities and learn new technologies in a fast-paced environment.

The E-Commerce Manager will be responsible for managing two of VIETRI's websites, including an end consumer focused website and a back office website for VIETRI's retailers and sales representatives. He/She will work closely with the Creative Director, who directs all design aspects of the website and promotional email campaigns and the Director of Sales and Marketing, who determines sales goals and branding initiatives for the website.

### RESPONSIBILITIES

- Manage website development including content optimization, online product catalog, usability and functional enhancements.
- Work closely with Creative Director to determine optimum web content based on selling and marketing needs on a day-to-day basis.
- Meet website E-Commerce sales growth targets as determined by Director of Sales and Marketing.
- Track sales by month, item, state, etc. and present to management team on a monthly basis.
- Identify, develop, and implement strategic online promotional opportunities for both websites to meet E-Commerce sales growth targets.
- Develop and maintain ongoing E-Commerce promotional calendar.
- Recommend, implement and track/analyze effectiveness of SEO.
- Monitor and evaluate websites traffic and usage trends including consumer purchase behavior, conversion rate, average order value, etc.
- Track and analyze effectiveness and ROI of the website in cooperation with Sales and Marketing goals.
- Work directly with outside agencies Agenne and BCS to ensure website programming needs are met and manage new initiatives or developments that involve either Agenne or BCS.
- Assist Director of Sales and Marketing and Creative Director in setting the strategic vision of the VIETRI brand online.
- Manage V-Commerce program and VIP Rewards program.
- Implement promotional HTML program that allows VIETRI retailers to send emails for events, new product promotions, etc.
- Deliver innovative, effective, efficient & integrated E-Commerce plans in line with business objectives.
- Keep abreast of industry trends and opportunities to educate on new trends and opportunities as E-Commerce and digital marketing continues to evolve.

## EXPERIENCE AND REQUIRED SKILLS

- \* 3-5 years in digital/interactive marketing
- \* Direct-to-Consumer E-Commerce experience with proven and measurable results
- \* Development experience with HTML, Adobe Photoshop and related tools
- \* Ability to turn business requirements into interactive digital deliverables
- \* Proven track record in delivering strategic and creative programs and plans
- \* Proven track record of creative thinking
- \* Ability to drive the big picture, measure results and manage detailed projects
- \* Understanding of user-centered web design principles, information architecture, usability testing practices, and Web technologies and opportunities
- \* Proven ability to maintain strong relationships with internal departments and external agencies
- \* Ability to establish priorities and handle multiple tasks with strict time constraints
- \* Strong collaborative skills and the ability to communicate effectively at all levels with superior written and verbal communication
- \* Demonstrated capacity to thrive on high-volume content production and publishing in fast-paced, ever-changing environment
- \* Exceptional attention to detail
- \* Outstanding analytical and problem-solving skills

All correspondence should be submitted to [careers@vietri.com](mailto:careers@vietri.com) .