

United Kingdom Jobs Expertini®

Ecommerce Executive

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Company: Beauty Works

Location: Manchester Area

Category: sales-and-related

As an eCommerce Executive, you will play a pivotal role in driving the online presence and performance of Beauty Works websites. Reporting directly to the eCommerce Manager, you will be responsible for overseeing various aspects including SEO, UX, and CRO across both D2C and B2B websites. Key Responsibilities: Site Management and Optimisation: Collaborate with our agency to oversee all site changes and UX optimisations, from briefing to testing, and making data-driven decisions. Regularly monitor and report on SEO, UX, and CRO performance using analytics tools. Ensure timely activation of visuals and content on the website, maintaining market-leading standards. Experience in working with Magento 2 is advantageous. User Experience: Manage and optimize on-site content, including product descriptions. Work with the eCommerce assistant to update landing pages and other on-site content as needed. Conduct UX research to constantly understand how we can improve the site for our customers. Experience in working with Figma is an advantage. SEO Strategy and Execution: Work closely with the eCommerce Manager and agency to develop and execute a comprehensive SEO strategy, ensuring alignment with business objectives. Proactively identify and address SEO opportunities and challenges, optimizing content and site structure accordingly. Manage the Blog activity. Have strong copy writing abilities to ensure the blog is optimised for SEO and engages Beauty Works customers. Experience is needed in SEO tools such as; Content King, Search Console, Ahrefs. CRO Initiatives: Drive CRO projects by proposing and implementing new testing ideas aimed at improving key KPIs defined by the eCommerce Manager. Monitor and review test results, iterating strategies to enhance conversion rates and user experience. Experience required in using testing tools such as

Convert.com Reporting and Analysis: Generate regular reports on SEO performance, UX improvements, and CRO developments, providing actionable insights to inform decision-making. Conduct weekly audits to identify and address potential issues such as broken links, incorrect imagery. Analyse competitor and industry websites, highlighting key functionalise to test on the Beauty Works site. Campaign Support and Product Launches: Participate in brand and campaign planning, contributing insights and recommendations to drive eCommerce success. Collaborate with the eCommerce team to effectively activate product launches and promotional activities on the website. Qualifications and Skills: Proven experience in eCommerce, with a focus on SEO, UX, and CRO. Strong analytical skills and proficiency in using analytics tools to track and measure performance. Excellent project management abilities, with the capacity to prioritize tasks and meet deadlines in a fast-paced environment. Effective communication and interpersonal skills, with the ability to collaborate cross-functionally. Up-to-date knowledge of industry trends and best practices in eCommerce and digital marketing.

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