

JOB TITLE – Commercial Ecommerce Manager

REPORTS TO – Global Commercial Director

LOCATION – Denham, Bucks

DEPARTMENT – Commercial Department

SCOPE OF JOB

- The Sanderson Design Group is a luxury interior furnishings business, that designs, manufactures and markets fabrics and wallcoverings to a global audience.
- The Sanderson Design Group is the parent Group to an established and impressive brand portfolio including Sanderson, Morris & Co., Harlequin, Scion, Zoffany and Clarke & Clarke, offering a wide range of original and authentic interior products, targeted at the mid to upper end of the premium interiors market.
- In addition to the core product categories of fabrics and wallcoverings, the business is focused on extending its B2C new opportunities, partnership business, working with market leading category specialists in the UK, Europe, Asia, the USA and Australasia, to develop aspirational lifestyle products, which can in turn be supported by a global network of retailers.
- Helping to drive the development of ecommerce accounts external and internal B2C development Business operations, seeking new opportunities and supporting the Commercial division with new opportunities including the ecom. Roll out and growth of SDA Sanderson Design Archive / Scionliving.com / William Morris Emporium.
- Work closely with the Digital Marketing E commerce in liaising , preparing and devising strategy ensuring the commercial success of our B2C Ecomm business

PURPOSE

- Global role - start-up of new business unit, completing the vertical brand experience.
- Build a business from 0 to £10m in 5 year.
- Build a network of B2C clients and an infrastructure to support the growth of each unit.
- Excel client satisfaction experience.
- Work in liaison with Brand Ambassadors and Commercial team to ensure deliverables on targets see A1.
- Working closely with the wider commercial team, including partnerships and national accounts to develop new opportunities across ecommerce globally whilst maintaining best practice with each client/partner and customers.
- Closely work with the Brand Ambassadors and the Marketing team to implement and roll out new promotional activities ensuring a true representation of the Brands.

RESPONSIBILITIES

- New business development – continually identify, engage and develop new ecommerce accounts monitor relevant internet websites including product categorisation and product pricing to maximise sales effectively including and especially B2C e.g. Scionliving.com / William Morris and SDA sites / responsible for delivering on omnichannel revenue measured by SALES/TRAFFIC/PRODUCT& COLLECTIONS /Omnichannel.
- Use initiative to look for new eCommerce partnership opportunities.
- Consistently review product sales behaviour spotting opportunities to increase sales further.
- Recommend strategies for the future based upon analysis and findings.
- To maintain a reliable partnership contract database to be used by wider commercial, legal and finance teams in all matters of B2C engagement Scionliving.com / William Morris and SDA sites.
- Be a clear and regular point of communication between our ecommerce customers, the sales force and the national account team, keeping the business fully informed of competitor activity and general market information. Monthly reporting on ecommerce sales performance against budget.
- Work with WG360 to interpret sales figures and support department to make informed decisions.
- Develop and maintain full CLA database.

MEASURES OF SUCCESS

- Achievement of sales budget year on year Scionliving.com / William Morris and SDA sites.
- Ecommerce accounts receive a high level of service and all relevant stakeholders within the business are fully informed on the marketplace.
- A partner database that can be utilised by the business.
- A CLA database that is updated and accurate that can be utilised by the wider commercial team.

CONNECTING WITH OTHERS

INTERNAL

- SALES
- CUSTOMER SERVICES
- CREATIVE MEDIA
- MARKETING
- DIGITAL
- INTERNATIONAL DIVISIONS
- CONTRACT DIVISION
- DESIGN
- LEGAL

EXTERNAL

- External PARTNERS
- External AGENCIES
- E. COMMERCE PARTNERS
- THIRD PARTY AGENCIES – CONNECTED TO THE PARTNER BUSINESS

QUALIFICATION

- Ecommerce executive
- Marketing or business degree would be an advantage

EXPERIENCE & SKILLS

- Comprehensive computer skills including Photoshop, Microsoft Office, Outlook, Word, Excel and PowerPoint.
- Well organized with the ability to plan and deliver on tight deadlines with attention to detail, results driven.
- Enjoy working in a team and closely with a number of internal stakeholders.
- Proven strong senior stakeholder management skills.
- Analytically and Sales minded.
- Keen interest in the industry and our brands.
- Experience within a licensing and/or eCommerce role would be an advantage.
- Self-driven, results orientated and a positive outlook.
- Strong analytical and numerical skills. You can build and explain financial models and have strong spreadsheet skills.

BEHAVIOURS Prioritisation, Proactive, Organised, Takes Initiative, Team player Essential, Excellent time management, multi-tasking, and organizational skills, Ability to be self-directed, highly motivated very detailed orientated, Effective communicator with internal and external partners. Flexible.

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS –
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –
INFLUENCE – SALES, MARKETING, PRODUCT, DISTRIBUTION STRATEGY	

I agree within reason to undertake other duties over and above those listed in the job description.