



JOB TITLE – Digital Trading Manager

REPORTS TO – Head of Digital

LOCATION – Voysey House, London

DEPARTMENT– Marketing

PURPOSE:

As a Digital Trading Manager you will play a key role in ensuring we have full oversight and accountability across all ecommerce trading channels — trade and direct-to-consumer (D2C). While we currently have a DTC Trading Manager embedded within our agency, this in-house role is essential to owning and driving the day-to-day performance of the Trade site, while also working in close partnership with the D2C team.

The main focus will be on trading the trade site, but with deep collaboration on the D2C side to ensure joined-up strategies, consistent customer experience, and shared learnings. This setup enables us to gather insight and performance data from day one across both channels, while building in-house capability with the intention of fully transitioning D2C trading in-house by year two.

This role ensures that both platforms operate efficiently and in synergy to maximise the benefits of running alongside each other. Trading is continuously optimised, and commercial opportunities are capitalised upon through proactive, data-driven decision-making.

They will be responsible for delivering a best-in-class end-to-end customer experience, ensuring our Trade and D2C customers are delighted at every touchpoint.

The role oversees the digital shopfronts for both B2B and D2C audiences, ensuring all product data, site merchandising, pricing, and promotions are accurate and compelling. Success relies on seamless collaboration with merchandising, operations, product and design teams, brand and content, and customer service, ensuring frictionless ecommerce operations across both channels.

KEY RESPONSIBILITIES:

- Manage and optimise trading calendars across Trade and D2C ecommerce platforms.
- Own and execute on-site merchandising strategies and conversion optimisation, tailored to each customer type — from independent retailers and interior designers to prime trade accounts and D2C customers.
- Ensure accuracy of product data, pricing, and promotional set-ups across all digital storefronts.
- Drive performance through daily/weekly trading analysis and implement actions to maximise revenue and margin.
- Collaborate with operations and customer service to ensure fulfilment and customer experience are frictionless.
- Work closely with our digital trading and marketing services team at Tom & Co to continuously improve SEO, CRO, Paid Social and on-site journey optimisation.
- Use trading and customer insight to influence product launch timing, content planning, and category performance strategy across sites.
- Partner closely with merchandising and supply teams to understand stock levels and drive promotions based on commercial need.
- Work in close partnership with brand teams to ensure brand messaging is upheld and that campaigns and launches are delivered on time and in full across all digital sites.
- Own and deliver against ecommerce trading budgets in collaboration with Head of Digital.
- Maintain and improve reporting structure, with a clear understanding of what “good” looks like across multiple business stakeholder needs.
- Stay informed on innovations in digital trading, ecommerce, and customer experience.

- Work closely with commercial and finance teams to deliver against forecasts and trading plans.
- Oversee content planning and management across all digital storefronts, ensuring accuracy, consistency, and alignment with trading priorities, brand messaging, and campaign timelines.
- Plan, execute and review promotional activity, ensuring alignment with commercial goals and customer behaviour
- Lead on-site testing and experimentation, using A/B testing to optimise conversion and UX.
- Use segmentation and behavioural data to personalise content, promotions and merchandising across digital storefronts.
- Monitor competitor activity and market trends to inform trading strategy and stay ahead of emerging opportunities.

KPI'S / MEASURES OF SUCCESS

- Revenue and margin growth for both Trade and D2C sites
- Conversion rate by channel and customer type
- Average order value (AOV) and basket size
- Product availability and sell-through rate
- Bounce rate, exit rate, and key page performance
- Promotion impact on sales (by segment)
- Trading performance vs. forecast and LY (Trade and D2C split)
- Checkout and basket abandonment rates
- Fulfilment satisfaction / order issue rates (in partnership with ops)

CONNECTING WITH OTHERS

Working independently, you will have regular support and touchpoints with:

- Head of Digital
- Digital Agency
- Commercial, Marketing, Merchandising, Finance and other internal teams

EXPERIENCE & SKILLS

- **Ecommerce and Digital Trading:** Proven experience in managing and optimising ecommerce platforms, with a focus on both B2B (Trade) and D2C channels.
- **Data-Driven Decision Making:** Strong background in using trading and customer insights to drive performance and make informed decisions.
- **Collaboration:** Experience working closely with various teams such as merchandising, operations, product and design, brand and content, and customer service to ensure seamless ecommerce operations.
- **Budget Management:** Experience in owning and delivering against ecommerce trading budgets in collaboration with senior management.
- **SEO, CRO, and Paid Social:** Familiarity with improving SEO, conversion rate optimisation (CRO), and managing paid social campaigns.
- **Analytical Skills:** Ability to perform daily/weekly trading analysis and implement actions to maximize revenue and margin.
- **Attention to Detail:** Ensuring accuracy of product data, pricing, and promotional setups across all digital storefronts.
- **Customer Focus:** Delivering a best-in-class end-to-end customer experience for both Trade and D2C customers.

- **Communication:** Strong communication skills to collaborate effectively with internal teams and external partners.
- **Innovation:** Staying informed on innovations in digital trading, ecommerce, and customer experience to continuously improve performance.
- US trading experience would be advantageous