



# E-Commerce Manager

Reporting to the Head of E-Commerce, we're looking for a talented and results-driven E-Commerce Manager to lead our online sales efforts and drive our e-commerce business to new heights.

As the E-Commerce Manager, you will take ownership of our portfolio of websites, ensuring they remain effective, up-to-date, and aligned with our business goals.

You will play a pivotal role in driving revenue, improving user experiences, and ensuring the success of our e-commerce initiatives.

## Responsibilities

### Trading & Promotions

- Collaborate with cross-functional teams to set yearly trading and promotional plans to maximise sales and profit margins.
- Utilise data analytics and business intelligence tools to monitor sales performance, identify trends, and make data-driven decisions to improve trading outcomes.
- Conduct in-depth market research and competitor analysis to identify opportunities for growth and differentiation.

### Website Management

- Oversee the day-to-day merchandising and maintenance of the e-commerce websites, ensuring the focus is on the customer journey and user experience across all devices.
- Work with an agency to implement PPC and SEO strategies to improve website visibility and traffic acquisition.
- Collaborate with the customer service and development teams to monitor customer feedback and troubleshoot website usability issues.
- Work with a 3rd party platform provider to develop and execute a comprehensive personalisation strategy that aligns with our marketing goals and customer segments.
- Implement A/B testing and other optimisation methods to refine personalisation efforts for better results.

### Data Analysis and Insights:

- Utilise data analytics tools to track e-commerce performance and analyse key metrics to facilitate improvements to the user experience, customer journey and conversion.
- Present regular reports and insights on website engagement to the wider team, ensuring stakeholders can act upon recommendations.
- Monitor and analyse the effectiveness of marketing efforts and deliver recommendations to cross-functional departments to adjust strategies as needed.



## **Team Management**

- Lead a team of e-commerce professionals to deliver the e-commerce strategy.
  - Foster a culture of innovation, collaboration, and continuous improvement.
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## **About You**

- You have at least 3+ years' experience in a similar e-commerce role.
  - Proven experience in e-commerce management, with a track record of driving B2C sales growth through online channels.
  - Strong understanding of e-commerce platforms, website management, and marketing strategies.
  - Proficiency in e-commerce analytics tools and data-driven decision-making.
  - Excellent leadership and team management skills.
  - Exceptional communication, problem-solving, and project management abilities.
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## **About Crocus.co.uk**

Crocus.co.uk launched in April 2000 and has grown into the UK's largest gardening website, offering a huge range of over 6,500 plants, together with the tools that make it easy for gardeners of all levels to find everything they need in one place.

As experts in their field, Crocus.co.uk grows plants for show gardens at the RHS Chelsea Flower Show and has worked with 20 of the country's leading designers to secure 31 gold medals. Crocus also works with garden designers, such as Luciano Giubbilei, Tom Stuart Smith and Dan Pearson, to create some of the world's most celebrated gardens. This collaboration process has allowed Crocus.co.uk to constantly evolve its plant palette to offer the most extensive plant range, always featuring the latest trends.

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## **About Primrose.co.uk**

Primrose.co.uk is a leading online retailer specialising in garden and outdoor living products. Established in 2003, the company has become one of the premier destinations for gardening enthusiasts and homeowners alike. From elegant dining sets to stylish shade solutions, Primrose.co.uk offers an extensive range of high-quality, innovative, and contemporary products that cater to various outdoor needs.

To apply please email your CV and cover letter to [hr@crocus.co.uk](mailto:hr@crocus.co.uk)

Please quote CC/EC/01 as a reference