

Head Of Digital

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Company: Spend-Less Shoes

Location: South Australia

Category: other-general

Head of Digital For the past 35 years, millions of happy Australians have chosen Spendless Shoes as their preferred footwear retailer. With over 200+ convenient stores, 1,000+ amazing team members, and a huge range of styles to suit everyone its no wonder we continue to grow and build our suite of brands. We are seeking a Head of Digital who will drive strategy & lead the management & maintenance of our online business. Working collaboratively across the business you will play an active role in the strategic map whilst providing a superior ecommerce experience. As part of the National Support Team, you will play your role in ensuring that SPENDLESS SHOES will continue to be the friendliest shoe people in the world! Your responsibilities will include: Management of Ecommerce team overseeing performance and delivery to ensure targets are met. Driving online sales to help meet financial targets and profit budgets. Tracking of sales performance to budget, forecast & LY by promotion and key web metrics and completing monthly projections. Proactively identify tactical opportunities to drive trade & sales uplift and develop strategic plans to increase traffic & convert online sales by channel. Prepare budgets, forecasts and trade estimates as required. Complete ecommerce sales reporting & analysis, providing actionable insights, and produce ad-hoc reporting where necessary. Monitor industry, online and mobile shopping trends, maintaining knowledge and awareness of ecommerce opportunities. Manage Email Marketing strategies and driving the acquisition of new sign ups. Working with the Head of Brand to develop and execute the trading calendar. Drive continued growth and profitability through paid channels Execute customer acquisition and retention campaigns through SEO, social media, CRM, online advertising. Work closely with Buying

& Brand teams on strategies that optimize online product assortments in key trading periods. Develop & drive strategic merchandising strategy onsite. Actively apply customer insights and business performance data to identify areas of opportunity. Partnering with external Agencies to develop and execute comprehensive strategies to improve customer experience and site usability to drive conversion increase. Expert UAT and QA to ensure delivery requirements are met. Working alongside Customer Experience team to analyse customer insights and improve on site experience. To be successful you will have:

Demonstrated experience in eCommerce Trade roles Previous experience in a similar role as a senior leader / Head of Digital Exceptional communication skills both verbal and written Demonstrated experience in leading and managing Ability to apply a customer centric approach to all work. Microsoft Suite competency. Google Analytics experience (or similar). If this sounds like your dream job and are up for the challenge, then we would love to hear from you. Express your interest in this opportunity by uploading a cover letter with your application that showcases how you would best fit into the role. You can learn more about us via our Website and socials at @spendlessshoes @wildfireshoes @everflexshoes @olympusshoes @vybeshoes Confidentiality Assured #J-18808-Ljbfrr

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