

TITLE OF POSITION: E-Commerce Manager
REPORTS TO: Director of Strategy & General Counsel
NUMBER OF DIRECT REPORTS: None
OFFICE LOCATION: Richmond, London
CONTRACT TYPE: Fixed term, December 2027

ROLE OVERVIEW

The E-Commerce Manager will act as the business process owner for our new e-commerce platform. The ideal candidate will have a strong background in e-commerce, omnichannel sales, business process management, and digital marketing, with a proven track record of successfully managing and growing e-commerce operations.

MAIN ACCOUNTABILITIES

- **Configure E-Commerce Platform:** Lead the configuration of the e-commerce platform to ensure it is user-friendly, scalable, and integrates seamlessly with essential business systems, enhancing operational efficiency and security. This includes managing relationships with solution vendor and integrator, developing user-stories, and managing a backlog prioritization to meet project deadlines.
- **Define E-Commerce Business Processes:** Develop and enhance e-commerce business processes to align with organizational goals and industry standards, ensuring efficient cross-departmental collaboration.
- **Optimise Platform Performance:** Continuously evaluate and enhance the e-commerce platform's performance through data analysis and user feedback to improve customer engagement and conversion rates.
- **Implement Digital Marketing Strategies:** Collaborate with the marketing department to execute digital marketing strategies that increase platform traffic and sales, leveraging advanced SEO and SEM techniques.
- **Enhance Customer Experience:** Oversee the development of e-commerce features that enhance user experience, driving customer satisfaction and loyalty through tailored services and functionalities.
- **Expand E-Commerce Reach:** Identify and target new market opportunities and customer segments to expand the e-commerce business, managing strategic partnerships to boost platform capabilities and market presence.
- **Monitor and Report Performance:** Track and analyse key performance indicators (KPIs) to assess the effectiveness of e-commerce strategies and make informed decisions for continuous improvement.
- **Stay Informed on Market Trends:** Keep abreast of the latest e-commerce trends and technologies to integrate innovative solutions that keep the platform competitive and responsive to market needs.

KEY SKILLS

- **Demonstrated E-Commerce and Digital Marketing Management:** A minimum of 3 years demonstrative experience in leading e-commerce initiatives, enhancing platform functionality, user experience, and conversion rates through strategic use of digital tools.
- **Cross-Functional Collaboration:** Proven ability to align cross-functional teams to drive cohesive business outcomes.
- **Digital Proficiency:** Skilled in using e-commerce platforms, digital tools, and analytics software to enhance business operations and customer engagement.

DESIREABLE COMPETNCIES

- **Professional Background:** Relevant educational or professional experience in e-commerce, business, or technology.
- **Adaptability:** Able to quickly adapt to changing market conditions and business needs.
- **Communication:** Excellent ability to communicate complex information clearly to a variety of audiences.
- **Innovative Thinking:** Creative in solving problems and implementing new solutions.

A passion for sports is beneficial but not essential.

WHO WE ARE

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland and Melbourne, enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime

At STH, you **belong to something greater**; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive. Through joining STH, you will be part of an inclusive and driven culture, that focuses on collective success and empowerment; we thrive of making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit:** We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.
- **Spirit of Progress:** We strive to be trailblazers; we seek continuous improvement and innovation in everything that we do.
- **Team Spirit:** We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners, and the communities in which we operate.