

E-Commerce

Role Definition

Deliver an online buying experience that turns visitors into customers and endears them to the brand, and while maximizing profitability.

RevelOne Insight

Increasingly in demand at both senior and tactical levels as legacy offline product companies are all required to make digital a priority and an explosion of new “digital native” DTC brands come to market in

virtually every category. This role typically engages users once they reach the site (the responsibility of User Acquisition) and can be difficult to spec and hire for as there is wide variation in how organizations title these roles and bundle skills.

Section 1. Role Archetypes

Product/Technical Marketer

- Oriented to the technical and platform side of e-commerce - can oversee the selection & management of e-commerce platforms and related tech (payments, personalization).
- Combines onsite merchandising with technical know-how. Can work closely with both developers and creatives.
- More common with complex products and where custom platforms are in place.

Analytic Optimizer

- They're an expert at using research and customer data to drive the business. Less technical, but very strategic and can quickly understand user flows and spot opportunities via data.
- Systematic problem solver constantly developing hypotheses, testing, and learning with discipline. Not likely to possess strong creative skills, so will need to rely on others for design input.

Customer Advocate

- Strong on the user and product/merchandise side of the experience. They understand their users extremely well - who they are, how they came to the site, and their behavior.
- They study user flows and combine intuition with data to maximize conversion.
- Have core analytic skills but tilt towards UX, content, storytelling, and merchandising.

Section 2. Role Leveling

Common Titles

Note: there's variation in how e-commerce competencies are bundles and titled.

VP/Dir: E-commerce, E-commerce & Digital Marketing, E-Commerce & Digital Experience, Product, Product & E-commerce.
Ecommerce Manager, Product Manager, Website Manager, Site Optimization Manager, and Site Merchandising.

Role Leveling Chart

VP

- Strategic leader who can develop processes and scale.
- Able to represent their group across the org and secure both marketing and technical resources.
- In some orgs, has broader "GM-like" portfolio that includes Use Acquisition and P&L.
- May have come up through one track but can think and manage across diverse merchandising, technology, user, and business components of the role.

Director/Head Of

- Likely to spike in 1-2 skill areas of e-commerce and needs to partner in others.
- Can both execute tactically and develop strategy, playing role of "change agent" to influence leaders and work cross-functionally in the org.
- Can manage small team or outside resources and may be "rising star" with a track record in previous roles and is ready to take the next step.

Manager

- More of a project manager who can execute as an IC and leverage team members and partners to achieve goals.
- Likely to be strong in one skill area (UX, conversion optimization, merch) and still building skills in others.
- Ability to use existing research and data to run tests, make recommendations, and implement new efforts. Capable of driving the business in the near-mid term.

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

Role Priorities Chart

Increase/improve conversion rates, user experience, and overall site performance.

Develop KPIs and dashboards around site performance including channel performance, funnel metrics, category performance, page productivity.

Create a data-driven, test-and-learn approach to optimizing user experience throughout the funnel in collaboration with stakeholders including merch/product, creative and dev teams.

Create a roadmap for testing, optimization, and new features to address problem areas as well as compelling new user experiences.

Build customer knowledge, empathy and segmentation based on customer feedback, reviews, data and user research to improve site experience and performance.

Develop site and seasonal strategy and calendar for promotions and merchandise supporting new launches, consumer trends, competitor assessments, and brand.

Establish and improve overall tech and infrastructure including core ecommerce platform and related technologies (MarTech, analytics, feed facilitation, personalization). Collaborate with internal and external resources to execute.

Collaborate with brand marketing and creative teams on marketing strategy, creative assets, and web development.

Manage direct reports and ensure key cross-functional partners are informed on performance, analyses, and continuous improvement efforts.

Additional considerations for discussion

- Stage of company
- Importance of e-commerce to overall business
- High or low consideration product
- Purchase is episodic or continuous
- Third-party or custom Ecommerce platform

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

Skill Portfolio Chart

User Conversion & Site Management

UX, User flows
 Merchandising, promotions, site calendar
 Site Design
 Content, storytelling

Other Skills

PLAs / Product Feeds
 SEO / SEM
 Product Management
 Email/ESPs

Analytics

Analytics tools (e.g., Google Analytics, Omniture, etc.)
 A/B testing
 Conversion Rate Optimization

Tech/Platforms

Ecommerce platforms like Magento, Shopify, or Demandware
 Payments, personalization, heatmap tools
 HTML and some SQL

Key Metrics

- AOV
- Conversion rate
- Abandonment rate
- Time spent per visit
- Traffic
- Retention / repurchase rates