

Senior E-commerce Manager

Remuneration:	market-related
Location:	Cape Town
Job level:	Senior
Type:	Permanent
Company:	Ad Talent Africa

Who are we: A leading retail business.

Who are we looking for: An experienced Senior E-commerce & Digital Marketing Manager in Cape Town to lead and expand our digital presence across multiple brands.

What will you do:

Ideal candidate must have a proven track record in transitioning from traditional to online marketing and thrive in a diverse digital environment.

- Take ownership of existing and new e-commerce websites, apps, and channels, including digital marketing for all brands within the Group
- Demonstrate a thorough understanding of the e-commerce and digital marketing landscape and guiding the business on the e-commerce business model
- Develop an e-commerce strategy to attract, convert and retain online customers by proactively studying market trends, competitors, and customer behaviours
- Set, manage and report on e-commerce reach, sales and marketing budgets
- Manage the social media marketing team comprising a social media manager, ensuring digital assets and content are effectively managed
- Work closely with the merchandise teams to execute e-commerce merchandising strategies, managing online product inventory, taxonomy, and data to optimise category differentiation and growth
- Work with marketing manager, brand managers, and ad agencies to develop, track, evaluate and optimise effective digital marketing campaigns to achieve key performance indicators (KPIs) and maximise ROI
- Continually optimise lead generation, sales, and customer satisfaction by monitoring and testing site functionality and performance regarding search engine optimisation, customer journey and conversion rates
- Source and manage third-party specialists for technology and performance marketing solutions needed to drive e-commerce strategy.
- Collaborate and create strategic relationships with payment partners, e-commerce partners and internal stakeholders
- Oversee all aspects of e-commerce including digital marketing web design, content, web design, promotional campaigns and GTM
- Facilitate the onboarding of the Group's outstanding brands to e-commerce platforms

What do you need:

- Marketing degree or similar; specialization in online and digital marketing is an advantage
- Minimum of 10 years marketing experience preferably in retail, of which at least 3 years in a middle / senior management role,

- No less than five years of experience in e-commerce strategy, operations, and digital marketing
- Demonstrable experience and expertise in social media, SEO, PPC, mobile, and email marketing
- Strong knowledge of e-commerce platforms such as Magento and WooCommerce, and payment gateways
- ROI-focused and able to work well in a highly target-driven environment
- Ability to work well under pressure and manage a significant workload
- Excellent analytical skills and experience using leading data analysis tools and platforms, such as GA4 and Sprout
- Ability to work independently and collaborate effectively
- Ability to travel in Southern Africa

Skills required:

- Digital Marketing
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Magento
- Retail
- WooCommerce

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