

Position Classification:

eCommerce Manager - D2C Online Retailing

Responsible for:

Building a sustainable and scalable Online Sales Platform in alignment with the overall company's vision. Fully owned and responsible for the P&L of the Online business unit's top and bottom-line growth. Leading a diverse, cross-functional team in the development and execution of eCommerce strategy to maximize online sales.

Leadership/Business influence:

- Lead & Manage a Team of people that are specific to the operation of the E-Tail platform from planning to promotional, order capture & order fulfillment
- Providing functional leadership direction and first-hand knowledge of specific designated sales channel.
- Achieving results through effective communication and influencing others via relevant key business unit decisions.
- Continually benchmarking & reporting on DTC competitor evolution in order to build competitive advantage for DBW's online sales platform

Reports to:

Leanne De Bortoli - Yarra Valley Site Manager

Supervises:

N/A

Main Functions and Activities

E-Commerce Strategy

- Formulate the corporate eCommerce strategy with a focus on driving online sales, especially from attracting online traffic i.e. number of visitation/clicks to our shop, converting leads/clicks to sales metrics as well as managing after-sales service/reviews relating to their purchases
- Create seamless customer experience for our online customers' shopping experience with us i.e. optimizing our online shop
- Build strong business cases for the future investment in eCommerce, leading

key projects to support innovation and growth

- Ensure alignment and consistency of eCommerce strategy with all corporate sales channels, brand guidelines and sense of purpose

E-Commerce Management

- Manage the end-to-end customer journey from leads to sales completion for both new to business customers (acquisition) and existing customers (repeat purchases) including but not limited to lead generation, closing sales, online payment, product fulfillment, and after-sales service.
- Develop and supervise all activities and plans for various eCommerce projects and coordinate with relevant stakeholders to deliver an effective and compliant eCommerce program e.g. online promotions, MGM etc.
- Prepare and supervise all product design and schedules for various eCommerce projects ensuring they are compliant to all brand guidelines
- Manage various data sources and web analytics tools to enhance customer experience and optimization from acquisitions to cross-selling initiatives.
- Support the Marketing team to develop and champion the online shoppers' experience in alignment with the De Bortoli brand image. Act as an educator and advocate to upskill team members and encourage active support from stakeholders
- Review, develop and maintain online shoppers' database while working with marketing team for overall CRM projects/initiatives

Reporting

- Design and prepare reports for all e-business metrics across various online platforms to ensure measurement of key growth objectives
- Review and report on the effectiveness and profitability of e-commerce initiatives and activities

Logistics

- Oversee the backend logistics of all online activity including shipping and ensuring that all appropriate follow up is completed with all purchasers
- In conjunction with the relevant stakeholders manage stock and inventory to fulfill online sales requirements
- Ensure payment security to provide confidence and seamless experience to the purchasers

Market Research & Analysis

- Undertake competitor and consumer market analysis to identify best practice examples for eCommerce sales activities
- Analyse competitor sales and marketing initiatives in the eCommerce environment and report back to key internal stakeholders

Key Relationships

Internal contacts

Senior Domestic and Export Sales, Corporate Marketing, Cellar Door D2C Teams, Information Technology, Finance, Winemaking and Distribution.

External contacts

De Bortoli Wines online community, e-commerce, and other service providers.

Essential Capabilities and Experience

- Depth of technical knowledge relating to both Web and App eCommerce platforms
- Prior experience in managing e-business/online businesses
- Sound knowledge and experience in mapping the entire supply chain of e-business from order processing to fulfillment as well as customer/consumer's after-sales service management
- Ability to translate strategy into business requirements and partner closely with the Technology team to define technical solutions
- Tertiary degree level qualification essential, with major in Marketing, Technology or business-related discipline preferred
- Solid eCommerce and/or marketing experience essential, with people leadership experience
- Previous experience in a fast paced environment, with direct P&L accountability highly regarded
- Excellent interpersonal and communication skills are essential, particularly the ability to explain technical concepts
- Strong planning and organising skills

- Ability to understand the marketplace including trends and consumer online shopping behaviours
- Highly developed planning and project management skills as well as the ability to meet deadlines
- Exceptional customer service and presentation skills
- Extensive wine knowledge and the capacity to share knowledge and develop other WSET Level II or III
- Well developed computer skills and experience in the use of corporate software packages

Incumbent Name: _____

Signature: _____

Date: _____

Managers Name: _____

Signature: _____

Date: _____