Senior e-Commerce and Digital Manager

Closing Date: xx/xx/xx

**Expected Interview Date: xx/xx/xx**

**Recruitment Reference:**

xxxxxx

**Starting Salary:**

£43,960 per annum

**Salary Range:**

£43,960 - £49,715 per annum

**Pay Band:**

E

**Directorate:**

Marketing and Engagement

**Location:**

Longmore House/Hybrid

**Line Manager:**

Head of Commercial Development and Enterprise, Heather Soutar

**Contract Type:**

Permanent

**Working Hours:**

37 hours pw

Thank you for your interest in the post of Senior E-Commerce and Digital Manager with Historic Environment Scotland, based at Longmore House/Hybrid. This is a permanent and pensionable appointment.

**About us**

We are the lead body for Scotland’s historic environment; a charity dedicated to the advancement of heritage, culture, education, and environmental protection. We’re at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

**Our Vision**

Our vision is that Scotland’s historic environment is cherished, understood, shared, and enjoyed with pride by everyone.

**Our Priorities**

* The historic environment makes a real difference to people’s lives
* The historic environment is looked after, protected, and managed for the generations to come.
* The historic environment makes a broader contribution to the economy of Scotland and its people
* The historic environment inspires a creative and vibrant Scotland
* The historic environment is cared for and championed by a high performing organisation.

Overview of the post and information about the team

This is an exciting time to join HES and help shape the future of our digital e-commerce business. As a heritage organisation we have some fantastic assets and products that have a real potential for market growth.

HES is looking for an individual who will help lead our e-commence transformation, unlocking the next commercial opportunities for our sector. This role will report directly to the Head of Commercial Development & Enterprise and be instrumental in targeting platform and consumer growth via existing and new product design.

This is a fantastic opportunity for a creative and innovative senior e-Commerce manager to build and grow our online presence and drive profitable business growth in line with the latest website developments and technologies.

We are looking for someone with the ambition to grow HES online trading as part of their career development. You will champion an omnichannel retail experience which will elevate the consumer experience

The post forms part of the Commercial Development and Enterprise team who has overall responsibility for HES’ commercial activity. The team works to generate income which supports our work conserving and sharing our historic environment.

The Senior eCommerce and Digital Manager is responsible for the user experience of the website and blending this with technical innovation.

You will be responsible for managing the eCommerce sales pipeline, monitoring and benchmarking against competitors and setting timescale for internal improvements. They will use data insights and analytics to deliver a plan which will maximise the customer journey.

This is a new post and offers the opportunity to develop the role from the ground up.

We are looking for someone with significant experience in commercial roles - sales, marketing, and e-commerce - ideally in premium branded products or retail to develop and execute an e-commerce plan to achieve sales and profit targets in line with annual budgets

Key responsibilities, duties, and objectives

**Overall purpose of the role**

You have high levels of energy and commitment and is self-motivated with the drive to deliver high standards. You are customer focused; you think customer first when designed user journeys. You have a growth mindset and an ability to connect the dots in fresh ways to make amazing things happen and you are not afraid to stretch boundaries and think outside of current business norms to achieve the desired results.

You have an experimental mindset that will advance our growth ambitions, but you can manage failure and know how to best learn from failure and use it to inform the next proposition to test. You are well-versed in driving business performance with the ability to focus on the bottom-line impact of trading strategies.

* Build and deliver a bottom-up sales forecast for all digital channels which will encourage more transactions to go through a digital touchpoint and expand access points for customers to order online.
* Build and maintain a road map to enable the long-term vision to be tracked on a quarterly basis, ensuring timely delivery of initiatives to improve and convert customer journey to sales revenue.
* Leverage data and insights to continuously optimise performance, running an agile test-and-learn approach and implementing successful outcomes at scale.
* Develop and optimise an innovative online store that delivers a seamless experience, turning first time visitors into returning customers.
* Optimise online conversion developing customer journeys across multiple devices.
* Identify and quantify new markets and channel opportunities
* Ensure a consistent look and feel across all retail channels
* Work with colleagues to align e-Commerce plans with marketing plans, promotions, and campaigns to ensure consistency in our messaging
* Audit our online channels to ensure policies, standards and procedures are met and upheld.
* Work with external partners on integration and defect resolution.

Post Competencies

You will be assessed against these competencies during our selection process.

***Core Competencies:***

* Delivering excellent Service – Demonstrating a commitment to quality services
* Teamwork - Contributing to and supporting working together
* Planning and Organising - Putting plans and resources in place to achieve results
* Communication - Communicating appropriately and clearly
* Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

***Management Competencies: [INCLUDE WHERE LINE MANAGEMENT INVOLVED, e.g., Band C and above]***

* Achieving results - Focusing on the delivery of objectives
* Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

***Leadership Competencies: [INCLUDE WHERE LINE MANAGEMENT INVOLVED, e.g., Band C and above]***

* Strategic vision - Keeping an eye on the bigger picture and looking ahead

Knowledge, skills, and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

***Essential requirements:***

* Experienced e-commerce manager with a proven track record in developing and driving strategic vision, end-to-end systems, and consumer-facing digital products
* Experience of international e-commerce trading requirements
* Creative and analytical skills and a track record of improving revenue and sales performance of e-commerce websites
* Working knowledge of performance channels (Social, PPC).
* Experience of managing multiple projects and balancing the strategy with the implementation.
* Demonstrated understanding of e-commerce KPI’s.
* Direct experience in AB testing/multi-variant testing.
* Experience working with technology teams and proven record of successful collaboration to delivery products to market.

***Desirable requirements:***

* Culture sector experience and knowledge
* Experience and knowledge of a multi-functional organisation

***Qualifications & Profession Membership:***

* Educated to a degree level, or equivalent, in a relevant subject.

What we offer

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, equivalent of 25 days paid holidays (rising to 30 days after 3 years’ service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

* flexible working hours (where appropriate)
* special leave
* maternity/paternity leave
* adoption leave
* reimbursement for relevant professional subscriptions
* support for further education and personal development
* study leave for work related courses
* access to a learning resource centre

**Health and welfare**

We offer you access to:

* our Employee Assistance Programme – for confidential advice and counselling
* an occupational sick pay scheme
* discounts at some local authority leisure facilities
* interest free loans for bicycles and annual travel passes (see ‘season ticket’ below)
* reasonable adjustments when needed, as part of our Equalities policy

**Staff discounts**

You will receive:

* free entry to all our properties (with up to three guests)
* free entry to English Heritage, Manx and Cadw properties
* 20% off purchases in our retail outlets

**Season tickets**

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.

**How to apply for this post**

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/> (EXTERNAL) / <https://applications.historicenvironment.scot/intranet/> (INTERNAL).

Guidance on completing the application can be found in the ‘Guidance notes for applicants’ document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email [recruit@hes.scot](mailto:recruit@hes.scot), quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact NAME.

We welcome all applicants from under-represented groups within HES. We know from our [equality monitoring](https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationId=e4f2bd45-fbb2-457e-b5a9-ad19014dfcea) that we need to increase our diversity in terms of ethnicity and disability. We also want to address occupational areas where the ratio is disproportionately in favour of women or men.  We ask all applicants to complete the Equality Monitoring section of the recruitment paperwork to help us pursue a diverse and inclusive workforce. In support of our Gaelic language plan, we welcome applications from Gaelic speakers.

Human Resources

Historic Environment Scotland