

Job Title: eCommerce Manager

Reports To: Associate Director, Digital Marketing

General Responsibilities And/Or Results Expected:

The eCommerce Manager will serve an important role on the Herff Jones marketing team. This role will impact both primary product lines: class rings & graduation products in both of our key markets, college and high school. This person will focus on owning several core websites from a content, SEO, PPC & SEM perspective. This is a senior role on the team with regular exposure to leadership and interaction with IT.

Responsibilities Include:

- Drive increased traffic to websites via SEO, SEM & PPC.
- Work closely with IT to understand their projects & advocate for marketing/consumer site improvements (supporting with thoughtful, documented business cases).
- Increase website conversions.
- Own herffjones.com and the content strategy and site updates.
- Own and monitor eCommerce and website dashboards.
- Manage social media advertising spend (in collaboration with Associate Director)
- Ensure appropriate revenue tracking process & procedures for other digital outlets including email & social media.
- Define and own the revenue attribution model.
- Other duties as assigned

Requirements:

- 5-6 years of related experience.
- Experience with a wide variety of digital marketing tactics & strategies and specific knowledge in the eCommerce space.
- Technical skills required including: web analytics, paid search, SEO, SEM
- Strong understanding of the teen & college-aged consumer
- BA/BS in business, communications, marketing or a related field
- Solid business communication skills
- Strong writing & proofreading skills