



Job title:	Ecommerce Trading Manager
Department:	Commercial
Responsible to:	Head of Ecommerce
Salary & Benefits:	Competitive
Hours:	40 hours per week

About the Company

Our purpose is to transform the way people live in cities. With over 16 million possible combinations of gears, colours, handlebars and accessories, we make more than just a bicycle, and we are more than just a bicycle company.

We continue to make the Brompton in West London, where we started in 1975, but our product has travelled far - we now export 75% of our bicycles to 44 countries. In the past 36 months we have invested in a new purpose-built production facility, transformed our digital architecture, opened new flagship stores and had our biggest product launch in company history and we're not stopping there...

To change urban living, we need passionate, innovative and talented people that want to challenge the status quo and make an impact.

Job Purpose

To maximise the commercial performance of Brompton ecommerce sales across international markets to help deliver Brompton's ambition for Ecommerce to grow from 5% of revenue today to 20% by 2024 as part an omni channel customer experience that will, along with product innovation, be a leading driver of growing total company revenue from £42m today to £90m by 2024.

Background

In the past 18 months we have made progress in developing our ecommerce business, with the launch of Click+Collect for our bikes in the UK and the expansion of our sales of parts and accessories to more international markets. However, ecommerce is still in its infancy at only 5% of our sales, and an external review has highlighted that in order to achieve our ecommerce and omni channel goals, we need to significantly enhance our ecommerce processes, systems, data and talent to create a scale-able ecommerce platform and business which is integrated into an omni channel experience.

Until very recently ecommerce sat under Customer Experience but in order to appropriately scale, it has been decided to separate the two functions and create a new Head of Ecommerce who will lead a dedicated ecommerce team. This role has been filled and the person will start in September. The second new recruit is this role, an Ecommerce Trading Manager. Over the next 12 months it has be decided to build capability and demonstrate our growth potential by focusing on our 2 strategic markets – the UK and USA.



Measures of success

- Annual ecommerce revenue and profit targets
- Onsite e-commerce targets such as conversion rate, bounce rate, add to basket etc
- Quality of ecommerce forecasting and planning
- Quality of ecommerce customer experience

Position in the organisation

- This role reports into the Head of Ecommerce, who reports into the Chief Commercial Officer (CCO) who sits on the company Board and has responsibility for the total company commercial performance. Other direct reports to the Head of Ecommerce include an Operations Exec. CRM and digital marketing report into the Head of Marketing, and website development is under the responsibility of a new Consumer Digital Product Manager role within the Digital Technology team. All these roles are working very closely with the ecommerce team.
- This role will have a team of 2 – an International Ecommerce Executive with and an Ecommerce Assistant (interim).

Accountabilities

- Full day to day responsibility for website revenue, profit along with key on-site metrics such as conversion rate, bounce rate, search etc
- Full ownership of website transactional pages taxonomy using best in class merchandising principles for product set-up, naming conventions, filters and facets to give a market leading on-site customer experience and help drive organic traffic
- Development and ownership of the ecommerce trading plan - working closely with all commercial teams
- Development and ownership of the ecommerce forecasting and stock management – working closely with the sales and operations teams
- Develop a strong e-commerce trading culture within the team through in-depth weekly and monthly management reporting against all key KPI's and detailed understanding of on-site customer journey
- Provide ecommerce sales insight to inform priorities and future opportunities
- Management of a team of 2
- Quality and development of the Ecommerce customer experience – including both digital and in store through Click + Collect. Working in partnership with other departments – especially Digital Technology, Marketing, Sales, Brompton Junction Retail and Customer Service.
- Work with marketing to ensure we receive high quality traffic to the site via Organic, Direct, PPC, Social etc to drive higher conversion rates and fully understand the different needs of customers from each marketing channel.

Candidate Profile

The Ecommerce Trading Manager will need to be a commercial, analytical and sales-driven with experience of having built and managed an ecommerce business of scale, and learnt and applied the best practice of ecommerce trading for a premium branded product.

They will understand the complexities and challenges involved in scaling up an ecommerce function and have the confidence and knowledge to navigate these successfully, requiring strong project management and communication skills.

It is essential they appreciate the value of becoming a truly omnichannel business and will be able to work collaboratively across functions to deliver a seamless omni channel experience for our customers. They therefore need to be a team player with strong interpersonal skills and a desire to proactively develop relationships across the business.



They will be self-motivated and prepared to be hands-on, action orientated and energised by the opportunity to work with a growing business. They will continuously seek opportunities and promoting a culture of continuous improvement. The candidate will be excited by the potential of being a Brompton brand ambassador.

Essential Experience:

- Minimum 5 years' experience working within omnichannel or a pureplay ecommerce business
- Minimum 2 years of an ecommerce trading manager role, with experience of managing a ecommerce trading business in excess of £1m revenue.
- Experience of working for a premium consumer product business

Essential Skills

- Proven ecommerce trading management experience
- Detailed knowledge of e-commerce analytics tools such as Google Analytics, Adobe Omniture etc
- Knowledge of 3rd party UX tools such as Monetate, Google optimize, sitespec used to drive better on-site customer experience
- Track record of improving paid marketing performance
- High commercial acumen
- Strong project management
- Strong communication and influencing skills
- Problem solving
- Ability to deliver and learn

Qualifications

- High calibre graduate

Job Profile

Brompton utilises Personal Profile Analysis and Psychometric Assessment during the recruitment process. This allows to identify the ideal behavioural requirements for each job function in terms of Dominance, Influence, Steadiness and Compliance. The ideal behavioural profile for this role is set out below:

Dominance (High D)

- Assessment of risk and willingness to take risks could, from time to time, be expected
- Being inquisitive and willing to over-ride convention when necessary may sometimes be required
- The person fulfilling this role will need to be more proactive than some others when the situation requires

Compliance (High C)

- A thorough, disciplined and detailed style is important for the role
- The logical and detailed analysis of data and processes may often be a component of this job
- Being perfectionistic will enable the appointed to be successful in the role
- A detailed approach towards task completion could be a requirement for satisfactory performance

Influence (High I)

- Positive and communicative behavioural style will be key to succeed in the role



Steadiness (Low S)

- Being self-critical and fault-finding will play an important part in the delivery of high standard performance
- Striving to maintain a high work rate and challenging the status quo are important characteristic of the successful candidate
- Candidates who are always looking for new and better ways of doing things will be welcomed in this role
- Mobility and goal-directed alertness will be clear advantage for the successful applicant

Benefits

Brompton offers you an excellent working environment with enthusiastic colleagues who get along very well, communicate and cooperate with each other. The working climate is informal, but we work hard. Next to good terms of employment Brompton offers you the opportunity to work in a responsible and challenging job within a dynamic, international and ambitious environment. We are all proud to be part of Brompton Bicycle; we all share the same passion and dedication to the company and embrace differences in cultural backgrounds and skills.

- Huge discount on your very own Brompton (family and friends get discount too)
- Position to thrive. Whether you're early in your career or an experienced professional, Brompton provides you with everything you need to excel in your job and for personal growth. You will be actively encouraged to increase your skillset and to attend relevant events
- 25 days holiday plus Bank Holidays, increasing the longer you stay with us
- Workplace Pension Scheme, Season Ticket Loan, Childcare Vouchers, Flexible Working, Cycle to Work Scheme to name just a few.....
- Birthday Breakfast, Family Fun Days, Christmas Parties, London to Brighton Bike Rides, Charity Raffles,
- Volunteering with the local community all go towards creating a working environment that is fun and enriching

How to Apply

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your CV and covering letter to the People team, at recruitment@brompton.co.uk. In the subject, please specify the role you are applying for. You are encouraged to submit when ready and not wait until the deadline. Please specify your salary expectations.

You should be advised that any applications submitted without a covering letter and CV will not be considered for the role.

Applicants must have the right to work in the United Kingdom.

The Company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Company's business. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods or otherwise to balance the workload.