



JOB DESCRIPTION

Job title:	Ecommerce Manager	Contractual status:	Permanent
Reporting to:	Director of Strategy	Salary:	Competitive

Job Summary:

The Ecommerce Manager plays a pivotal role in helping us build out our ecommerce offering at Burnley Football Club. The Ecommerce Manager will oversee the upkeep and development of our retail website whilst also managing the fulfilment of our online orders. They will work with the rest of the business plus third parties to grow ecommerce sales and maintain the ecommerce budget.

Roles and Responsibilities:

Website Management and Development:

- Overall responsibility for the upkeep and development of our ecommerce website.
- Identification of improvements in order to deliver ecommerce growth.
- Responsible for hitting and reporting on various KPIs including conversion and website traffic.
- Ensure the website is kept up to date with photography, pricing and proposition.
- Ensure the website is fully functioning including performing sporadic audits to check functionality and user experience.

Fulfilment of Orders:

- Work with the Head of Retail and Ecommerce Supervisor on the fulfilment of orders.
- Work with the Ecommerce Supervisor to answer customer queries.

Ecommerce Growth and Strategy:

- Understand and perform market and customer research to learn and develop insights on proposition.
- Work with the Director of Strategy and Head of Retail to define and deliver an ecommerce strategy.
- Deliver ecommerce sales and profit targets, in line with the budget set.
- Work with the Marketing team on developing and delivering an ecommerce marketing plan.

Supportive of Club Working Environment and Policies:

- To be able to work flexible hours where the role of the job requires.
- To work towards agreed objectives.
- Comply with all Club policies.
- Promote the Burnley FC brand and ethos in a professional, strong, and positive manner.
- Work alongside other team members to support in other areas of the organisation as and when required to promote best practice.
- Hold a commitment to equality and diversity in the workplace.
- Willingness to attend training courses to enhance own professional development.
- Always demonstrate the Club's values.

This job description is issued as a guideline to assist you in your duties and is not exhaustive. You may, on occasions, be required to undertake additional or other duties within the context of this job description.



PERSON SPECIFICATION		
CRITERIA	ESSENTIAL	DESIRABLE
EXPERIENCE & SKILLS	<ul style="list-style-type: none"> • 2 years' experience in an ecommerce role. • The ability to identify areas of growth for our ecommerce proposition. • Strong written and verbal communication skills. • Ability to work collaboratively across departments. • Developed PowerPoint and Excel skills. 	
PERSONAL QUALITIES	<ul style="list-style-type: none"> • Driven and motivated. • Enthusiasm, energy and resilience. • Time management skills to be able to plan and regulate workload including the ability to prioritise demands and thrive under pressure. • Meticulous standards. • A friendly, positive 'can do' and courteous attitude. • A commitment to the aims, vision, and values of Burnley FC. • Flexible, helpful, and responsive. 	<ul style="list-style-type: none"> • A positive attitude towards professional development and their own learning.