

# ECOMMERCE TRADING & OPTIMIZATION MANAGER

GANNI is looking for an experienced eCommerce Trading & Optimization Manager based out of London to drive the day-to-day trading on GANNI.COM; accountable for developing the trading strategy and online product lifecycle to achieve sales objectives and build GANNI.COM as the global destination of choice.

This role will also lead the website optimisation strategy, developing our capabilities in testing and user research to continuously improve website conversion.

You'll be joining a small team in a high growth and dynamic business environment, where you'll depend on your ability to prioritise and work across a multitude of projects to deliver instant results yet build for the future. The position reports to the eCommerce Director and will be located at GANNI's London office.

## RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Accountable for driving the day-to-day website trading globally in order to achieve sales objectives whilst building brand integrity, including daily reporting to eCommerce Director and key stakeholders on performance
- Analyze trading patterns and understand the sales curve, reporting findings and identifying opportunities to further maximize online sales and profitability
- Planning and executing the ecommerce trading calendar with a commercial customer-first mindset and detailed performance understanding, identifying localisation opportunities for key markets
- Feeding into marketing and UX decisions on content and layout across the site
- Own the end to end product lifecycle on GANNI.COM from upload to unpublish, supported by our eCommerce Assistant
- Working alongside the Merchandising, Buying and BI teams to optimise the online assortment and develop product exclusives to enhance our USP
- Increasing UPT/full look baskets through up-/cross sell opportunities, with full ownership of all on-site product recommendation engines
- Setting the on-site merchandising strategies through product categories and search
- Manage the planning and reporting of all key promotional activity

## THE IDEAL CANDIDATE:

- 4+ years ecommerce trading experience in a multichannel fashion retailer
- Analytical with strong reporting skills, advanced Analytics and Excel user
- Experience managing e-commerce platforms, ideally SFCC
- Expert on US and UK markets and the Advanced Contemporary Fashion landscape
- Communication & influencing acumen
- Commercial customer-first mindset with strong understanding of premium branding
- You are based in London

## APPLY:

Please send your application and CV to [job.ecom@ganni.com](mailto:job.ecom@ganni.com).

As we interview candidates continuously, we ask you to kindly send your application as soon as possible.

[ganni.com](https://ganni.com)

# GANNI