



Nov 9, 2021

E-COMMERCE MANAGER

BLOOMABLE is an online marketplace for flowers and gifting in South Africa. We connect people looking to buy fresh flowers and beautiful gifts to our product partners who create them. We support nearly 160 local businesses throughout the country, and to date, we have delivered over 50 000 moments of happiness.

We are recruiting an E-Commerce Manager to own and drive both e-commerce platform development and digital strategy, reporting directly to the acting managing director. The candidate must have a minimum of 5 years proven experience managing an e-commerce enabled shopfront, along with 8-10 years of direct-response digital marketing experience managing paid media campaigns. They should have in-depth direct-response conversion-based marketing experience, advanced email marketing campaign knowledge, an advanced knowledge of on- and off-page SEO tactics, as well as experience with social media strategy creation.

They will be responsible for implementing multi-channel, direct-response digital marketing strategies (as well as digital campaign optimization), and optimizing the e-commerce experience across both web and mobile.

The ideal candidate will have high technical competency and a proven track record working with web development resources, as they will be responsible for briefing, managing and overseeing the implementation of new website features and fixes, as well as identifying and scoping new technical requirements needed to optimize the e-commerce experience.

The e-commerce manager's primary goal is to meet e-commerce revenue targets (acquisition & retention) and increase overall channel revenues.

This position has no specific location requirement and is available on a work-from-home basis, if desired.

RESPONSIBILITIES:

- Market research, especially market size, segments, competitive analysis for Bloomable;
- Marketing strategy preparation for Bloomable, especially competitive differentiation, positioning, pricing, value proposition;
- Grow e-commerce channel revenues
- Drive digital strategy



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- Responsible for planning and implementing multi-channel digital, direct-response media campaigns with a tight focus on ROI
- Management of all digital channels including social, SEO, blog, paid media and email, with the assistance of specialists, where relevant;
- Manage the work of specialist marketing service providers, especially SEO, copywriting, web development;
- On-going website and user journey optimization, including platform development roadmap
- Work with web development agency to drive platform development, oversee implementation of website fixes, and manage implementation of new technical requirements
- Plan, write, edit and schedule blog articles and website copy

QUALIFICATIONS:

- Bachelor's degree with marketing major
- Post-graduate marketing or business qualification preferred

SKILLS AND EXPERIENCE:

- Strong data analysis skills essential
- 8-10 years' post-university digital marketing work experience in a direct-response environment, working with PPC, Display Marketing, Paid Media and/or SEO
- 5+ years proven B2C e-commerce experience driving online sales revenue in an e-commerce enabled website - non-negotiable
- Email channel management, specifically experience with creating and managing both acquisition and conversion based email-marketing campaigns
- Advanced Google Analytics skills (ability to set up ecommerce funnels)
- An advanced understanding of SEO strategy and the ability to create and implement SEO tactics, including hands-on experience with on-page SEO (copywriting, blogging, page optimizations) and a solid understanding of off-page SEO tactics
- The proven ability to analyse and optimize web-user journeys to increase funnel conversions and web revenues
- A proven track record working with web development resources, including the ability to brief, manage and oversee the implementation of new website features, the ability to identify and brief website fixes, as well as the ability to



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scope and oversee the implementation of new technical requirements as needed to optimize the e-commerce experience.

- Basic WordPress / CMS content management skills
- Strong English written and verbal communication skills
- Strong English copywriting and editing skills preferred
- Meticulous – high attention to detail, very well organized
- High fluid intelligence (problem-solver)
- Entrepreneurial mindset
- Commercially focused
- Results driven
- Capable of switching easily between thinking strategically and acting operationally (strong operator)
- Knowledge of basic design (Photoshop) - a bonus
- Experience with B2B marketing a bonus

SALARY AND EMPLOYMENT BENEFITS:

- Monthly salary negotiable based on skills and experience (range of R60k-R80k per month)

This is a senior management position with a management experience requirement. Please send your comprehensive CV to work@newtownpartners.com.

Applicants should ideally be located within an hour or 2 of GMT+2 to work the same office hours as our Cape Town team, but can be located (almost) anywhere. If you do not receive a reply to your application within 2 weeks, you may assume that it has been unsuccessful. Preference will be given to applications from economically disadvantaged groups and female candidates to satisfy our diversity goals.