



Ecommerce Trading Manager

Closing Date: Wednesday 8th June 2022, Midday

Expected Interview Date: 23rd June 2022

Recruitment Reference:

HES/22/126a

Starting Salary:

£26,341 per annum

Salary Range:

£26,341 - £32,669 per annum

Pay Band:

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Directorate:

Marketing & Engagement

Location:

Longmore House / WFH

Line Manager:

Natasha Troitino

Contract Type:

2 Year Fixed Term

Working Hours:

Full-time (37 hours per week)

Thank you for your interest in the post of Ecommerce Trading manager with Historic Environment Scotland, based at Longmore House. This is a 2-year fixed term, pensionable appointment.

Reporting to the Head of Retail & Product Licensing and working as part of a retail team responsible for 74 heritage attraction shops in Scotland, this is key role in the retail management team. You will be responsible for the seamless running of our online shop, Stòr, which has recently been re-platformed on Shopify, driving income and profits through analysis of data, planning marketing content and ensuring the right product is available.

About us

We are the lead body for Scotland's historic environment; a charity dedicated to the advancement of heritage, culture, education and environmental protection. We're at the forefront of researching and understanding the historic environment and addressing the impact of climate change on its future. We investigate and record architectural and archaeological sites and landscapes across Scotland and care for more than 300 properties of national importance. We have a People Strategy, which is an overarching strategy to ensure we support and develop staff within the organisation.

Our Vision

Our vision is that Scotland's historic environment is cherished, understood, shared and enjoyed with pride by everyone.

Our Priorities

- The historic environment makes a real difference to people's lives
- The historic environment is looked after, protected and managed for the generations to come.
- The historic environment makes a broader contribution to the economy of Scotland and its people
- The historic environment inspires a creative



and vibrant Scotland

- The historic environment is cared for and championed by a high performing organisation.

Overview of the post and information about the team

The retail team consists of 18, based across Longmore House HQ and Seafield warehouse. The team oversees the retail function across 74 shops across the country and online, including sourcing and developing product, visual merchandising, ordering and forecasting stock, product promotion and support, ecommerce activity, sales support, and all analysis and reporting on all activity.

The Ecommerce Trading Manager is a new role within the team to manage the trading performance of the online shop, Stòr, which has recently been re-platformed on to Shopify. The key objective of the role is to maximise all opportunities to grow ecommerce income and ensure all sales targets are met.

This role will be responsible for analysing and reviewing sales data, to plan promotional activity and marketing content. It will also manage all product upload, in conjunction with our buying team, and ensure all content is accurate.

Reporting directly into the Head of Retail & Product Licensing, the ecommerce trading manager will help drive platform development to continually improve the customer journey.

Key responsibilities, duties, and objectives

- Manage the trading performance of the site, ensuring all sales targets and KPI's are met. Grow ecommerce income through development of the product offer, promotions and innovative and creative marketing.
- Analyse and review sales data, web metrics and analytics to tailor marketing and promotional activity to maximise conversion, basket value and user experience.
- Create engaging content and work with Marketing colleagues to maximise engagement with our audiences. Ensure this content is also flexible to be used across multiple channels and instore.
- Identify new and innovative ways to drive traffic to the site, developing and improving traffic from existing channels
- Oversee delivery of the marketing calendar and identify new and unique ways of reaching existing and new audiences.
- Work with our buying team to identify key products and ranges that will appeal to our audience and that align with the Stòr ethos. With HES colleagues, expand the online offer to include other products and services.
- Manage upload of product details to the shop platform, ensuring consistency, engaging descriptions in the Stòr tone of voice, and considering SEO and correct category management.
- work with merchandising team to ensure stock availability.
- Create collections and category pages and ensure optimisation of products. Ensure homepage is regularly updated and links to key themes and trends.
- Consult with IT colleagues and external developers to continually refine the sales platform and customer journey, to ensure best possible end-to-end customer journey.
- Continually review and refine ecommerce processes and procedures.
- Ensure compliance with GDPR, data protection and distance selling regulations with all activities.



- Stay abreast of trends, insights and technologies to ensure the latest opportunities are constantly explored

Post Competencies

You will be assessed against these competencies during our selection process.

Core Competencies:

- Delivering excellent Service – Demonstrating a commitment to quality services
- Teamwork - Contributing to and supporting working together
- Planning and Organising - Putting plans and resources in place to achieve results
- Communication - Communicating appropriately and clearly
- Knowledge & Expertise - Applying and developing knowledge and expertise to achieve results - (See below for specific criteria)

Management Competencies:

- Achieving results - Focusing on the delivery of objectives
- Leading a Team/Project/Task – Focusing on leading a Team/Project/Task or developing people.

Knowledge, skills, and experience

You will be required to demonstrate that you meet the requirements and qualifications below as part of the selection process.

Essential requirements:

- Previous ecommerce experience, preferably within the retail sector
- Strong commercial acumen
- Highly organised with excellent attention to detail.
- Experience in using Google and Web Platform Analytics
- Strong verbal and written communication skills at all levels. Experience in copywriting.
- Strong team player, able to work flexibly to support the team where required.
- Highly numerate, and competent in Excel.
- Online marketing experience

Desirable requirements:

- Track record of delivering e-commerce sales uplift
- Proven experience in merchandising and sales with consumer products
- Understanding and experience working with Shopify
- Experience working with Photoshop



What we offer

We welcome applications from all nationalities, ensuring that they have the right to work in the UK and applying for a job with us could open the door to a unique work environment. It could also give you job satisfaction and excellent development opportunities, plus a competitive salary, 25 days paid holidays (rising to 30 days after 5 years' service) and 11.5 public holidays a year – pro rata for part time staff.

In addition, we offer a great benefits package to our employees which includes:

- flexible working hours (where appropriate)
- special leave
- maternity/paternity leave
- adoption leave
- reimbursement for relevant professional subscriptions
- support for further education and personal development
- study leave for work related courses
- access to a learning resource centre

Health and welfare

We offer you access to:

- our Employee Assistance Programme – for confidential advice and counselling
- an occupational sick pay scheme
- discounts at some local authority leisure facilities
- interest free loans for bicycles and annual travel passes (see 'season ticket' below)
- reasonable adjustments when needed, as part of our Equalities policy

Staff discounts

You will receive:

- free entry to all of our properties (with up to three guests)
- free entry to English Heritage, Manx and Cadw properties
- 20% off purchases in our retail outlets

Season tickets

You can receive an advance to help with the cost of buying an annual season ticket for travel between home and work. The advance is then repaid from your salary over the life of the season ticket. Available to all permanent and fixed-term staff.



How to apply for this post

You can apply on-line by visiting our website at <https://applications.historicenvironment.scot/>

Guidance on completing the application can be found in the 'Guidance notes for applicants' document, also available at the above website, which we recommend that you read, in conjunction with this Job Description.

Your application must arrive by the advertised closing date. Please note that when applying online, we will only be able to see your application once you fully submit it.

If you are unable to complete an online application form, please email recruit@hes.scot, quoting the job title and recruitment reference, and we will arrange for an application form to be sent to you.

Please note that, as we operate an electronic recruitment system, we will contact you via the email address that you provide in your application to inform you of the outcome of your application.

For further information about the post, please contact Natasha Troitino, Head of Retail & product Licensing via email natasha.troitino@hes.scot

Applications are especially welcome from those who have Gaelic language skills.

Thank you.

Human Resources
Historic Environment Scotland