



Job Description: Ecommerce Manager

Reporting to: Managing Director and Courses Manager of Curtis Brown Creative Limited (“CBC”)

1. PURPOSE

Responsibility for the day-to-day running and relentless improvement of the Curtis Brown Creative website; encompassing proposition, sales, optimisation and UX.

With a highly analytical and strong trading mentality, you will innovate to materially grow our digital revenues. Fully committed to the online customer experience, you will deliver on our commercial targets while building an outstanding platform and growing the brand.

You will work closely with our website developer/designer and digital marketing consultant (both contractors), as well as with the small Curtis Brown Creative team. You will be supported by the Team Assistant (who also supports the Senior Manager of Courses and Operations).

2. DUTIES

(i) Promotion and sales of our courses via our website

- Manage, plan and deliver the marketing of our courses to maximise sales, including home page and landing page creation
- Create and plan a marketing strategy to increase brand awareness, social media engagement and growth and website traffic.
- Develop effective marketing communications plan to engage and retain customers.
- Generate creative ideas and content strategy across all areas of the business.
- Develop new propositions to extend reach and increase turnover, working with the Managing Director
- Ensure effective online presentation of our courses, and continuous optimisation
- Compile accurate reports on digital performance, and on-site traffic and sales, identifying opportunities
- Work to ensure consistency of end-to-end customer journey alignment
- Work on segmentation tactics to drive sales, repurchase rates and loyalty
- Work on agreed set of trading and customer experience KPIs including sales, engagement and dwell time, conversion etc.
- Work with the Managing Director and Curtis Brown Creative team to act on customer feedback and to innovate with add-ons and new services – growing customer loyalty, repeat purchases, and sales through personal recommendations
- Work to constantly improve the conversion funnel from viewing our blog or other site pages to specific course pages – and to paying-and-enrolling or applying for courses. Carry out A/B tests on different initiatives.

(ii) Content – telling our story in the most brand sensitive way

- Work with the Managing Director and Curtis Brown Creative team to ensure the right copy is in place to communicate our brand values. Words and stories are at the very heart of our business, and copy needs to be engaging and highly literate.
- Work with our website designer to ensure that our eCommerce site carries high aesthetic standards
- Ensure the site remains SEO friendly.

3. WORKLOAD ALLOCATION

This role is performed for five days each week (Monday to Friday). Regular hours will be 9.30am to 6pm. A four-day week may be possible by prior agreement with the Managing Director.

www.curtisbrowncreative.co.uk