



Lead Ecommerce Stores

Great opportunity at FMCG company!

Job Information

Recruiter

PROGRE Ltd

Hiring Company

Multinational FMCG company.

Job ID

1486820

Industry

Daily Necessities, Cosmetics

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 9 million yen

Refreshed

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General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English Only)

Minimum Japanese Level

Daily Conversation

Minimum Education Level

High-School or Below

Visa Status

Permission to work in Japan required

Job Description

Reporting to the Manager of Ecommerce, the Lead Ecommerce role is responsible for overseeing, planning, sales forecasting, tracking, and executing all activities related to Digital Owned Media Ecommerce and eTail partnerships. This position drives EC Online initiatives, encompassing commercial and consumer experiences across ecommerce, company websites, loyalty sites, mobile sites, in-store digital experiences, owned social media, personalization engines, chat, voice, channel NPS, and digital ecommerce experiences on both owned and third-party platforms. The Lead Ecommerce aims to enhance the ecommerce experience and sales volumes by attracting more visitors to discover, explore, engage, and

purchase.

The Lead Ecommerce collaborates closely with global and regional teams, working across Digital (Paid, Owned, and Earned) Teams, IT, Marketing, Consumer Programs, and External Affairs for the implementation of all digital ecommerce content and initiatives. This includes coordination with third-party eTail platforms for digital sales promotions, campaigns, product launches, and consumer touchpoints, as well as liaising with supply chain, finance, and legal teams.

RESPONSIBILITIES

- Lead with strategic thinking to develop, manage, enhance, and deliver consumer-focused ecommerce initiatives across all digital owned media channels and third-party eTail experiences. This includes web, mobile, ecommerce, LINE, SEO, owned social media, digital in-store, and personalization, covering all digital destinations and capabilities.
- Oversee the ecommerce shop (Web and LINE), channel NPS, and related metrics (forecasts, sales, financial figures, voice of consumers, promoters). Drive and inspire increased sales volume through the effective implementation of ecommerce strategies, content, and online experiences within Digital Owned Media.
- Collaborate with other digital marketing leaders to implement tactical and strategic initiatives through Digital Owned Media, supporting the business's digital strategy and commercial goals. Work closely with the SEO, Content, Digital Experience Design, Marketing, and IT teams to plan, develop, and deliver targeted messages to our audience across owned digital assets.
- Track and measure ecommerce traffic, forecast sales volumes, and report findings. Work iteratively to optimize ROI, collaborating with business stakeholders, including Digital and Data functions, to validate forecasts, capture engagement metrics, and present data to the wider business, including Finance, Supply Chain, Legal, and External Affairs. Conduct user research and A/B testing to gain consumer insights and guide supporting digital experience functions. Stay updated on ecommerce and digital integrated marketing trends and inspire peers to be innovative disruptors. Engage with global and regional digital partners and suppliers to support our objectives.
- Continuously enhance and optimize front-end customer engagements and manage back-end technology configurations, systems, and settings. Oversee regular promotional programs and campaigns across all owned media. Partner with Digital and IT technology functions to ensure a high-quality combination of design, content, and functionality.
- Monitor and analyze performance of owned and third-party digital sales to identify improvement areas. Propose tactical actions and strategies to enhance digital KPIs and overall sales.
- Oversee inventory management and the fulfillment process in collaboration with other functions and teams to ensure timely and accurate order processing.

Required Skills

REQUIREMENTS

- A minimum of 3 years of experience in a Digital Ecommerce environment or a similar role.
- Proven experience in planning and implementing successful Ecommerce strategies, using data analytics and reporting tools to communicate forecasts and actual sales volumes.
- Knowledge of stock management and supply chain logistics, with experience working with third-party suppliers and finance teams. Background in start-ups, agencies, or larger scale corporations.

QUALIFICATIONS

- Proficiency in demand forecasting and sales volume reporting. Understanding of stock management and supply chain logistics. Experience with sales promotion strategies, data analytics, and generating data reports (e.g., Google Analytics and data visualization).
- Expertise in user experience (UX), SEO, content writing, and sales promotion strategies. Capable of gathering requirements and proficient with LINE App, ecommerce platforms, and payment gateways. Experience in B2C and B2B environments.

Company Description