

Role profile

Job Role	eCommerce Merchandiser – Salon Services	Function	eCommerce
Level	C2	Department	Direct and eCommerce
Reports to	Senior eCommerce Merchandiser	Primary Location	SSC
Manager Location	SSC	% of Travel	5%

Role Purpose – what you'll be known for

With a strong combination of commercial understanding and customer focus, you will be responsible for the sales and margin performance of specific categories on the Salon Services website, through strong campaigns, eCommerce merchandising principles and excellent customer experience.

Essence of the Role – Core Accountabilities

Promotion and Campaign Management

Create and implement campaign and promotional plans on site to support monthly campaigns. Alignment with wider business and challenging where activity is not sufficient for online customers.

Merchandising to Maximise Sales

Recommend and implement strategies to drive sales using customer behaviour metrics and analytics. Support category plans by driving on-site improvements and seeking opportunities to improve sales performance, using on-site merchandising tools, navigation methods and basket building techniques.

Ranging and New Product Launches

Ensure all relevant products are ranged online and own new brand and product launches online, ensuring findability of new products through merchandising.

Management of Website Real Estate

Managing the merchandising schedule and prioritisation of space on-site to optimise performance and protect the Sally brand. Ownership of updating and optimising web pages.

Wider Business Support

Support customer service centre queries and plans; support in testing new website developments.

Measures of Success

- Sales and margin performance- channel, promotions, campaigns and categories
- Campaign / promotion activity live on time
- Website merchandising plan in place
- Product listings and web pages optimised
- New ranges launched on time and findable on the website
- Page performance metrics and used to drive improvements on site
- Learnings shared and used in future plans
- Sally brand and web style guide protected
- Customer insight recorded, shared & used
- Customer Service Centre queries dealt with effectively
- Developments tested and fed back on time

Financial Scope	People Scope
£16m sales from Salon Services website	Direct Team: 0 Dotted Team: 0

Person profile

Our Values and behaviours	Core competencies; knowledge and experience
<p>Customer at the Centre - <i>Put the customer at the centre of everything we do</i></p> <ul style="list-style-type: none"> Relentlessly focusses on the customer Builds strategies and plans that start with the customer <p>Bias for Action – <i>be courageous and make decisions quickly</i></p> <ul style="list-style-type: none"> Action orientated and embraces ambiguity Established and pursues priorities <p>One Team with one goal - <i>Act as one in all we do</i></p> <ul style="list-style-type: none"> Engages in active listening Establishes trust and demonstrates integrity Values creative contention, diversity of opinion Manages conflict effectively Embraces company direction and culture <p>Drive Innovation - <i>in our store concepts, our products/brands and our marketing</i></p> <ul style="list-style-type: none"> Open to change and learns quickly Champions new ideas and approaches Encourages continuous improvement <p>Accountability - <i>demonstrate ownership for results and never make excuses</i></p> <ul style="list-style-type: none"> Takes ownership, makes no excuses Drives for results Exhibits ingenuity and professional maturity in delivering results <p>Talent Builder - <i>promote and attract talented people, make the tough calls when necessary</i></p> <ul style="list-style-type: none"> Builds effective teams and empowers them Establishes direction, mentors and provides constructive feedback Manages with courage, makes tough calls 	<ul style="list-style-type: none"> Experience in eCommerce team, in a merchandising or trading role. Sales driven and results-oriented, with strong customer focus Able to make informed decisions and take own initiative Strong written and verbal communication skills Strong analytical and reporting skills Detail oriented, with strong organisational and time management skills Ability to think and work strategically, plan ahead and foresee opportunities Strong ability to innovate and drive process improvements and plans Strong problem solving skills Ability to work in a fast paced and dynamic environment Strong influencing skills to impact on all levels of the business Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration
	Leadership Competency Level
	To be completed when US Competency framework launched
	Technical/Professional Qualifications
	<ul style="list-style-type: none"> Degree in a related subject or eCommerce experience Experience in Web Analytics essential Knowledge of Demandware / Salesforce Commerce Cloud eCommerce platform desirable Basic knowledge of HTML desirable

