

Head of Service – Ecommerce - Specific Functional requirements

Qualification or experience level
<ul style="list-style-type: none">• Degree qualification or 5 years plus experience in a senior leadership role• Proven experience in a senior ecommerce leadership role.• Strong understanding of ecommerce platforms, digital marketing, and analytics.• Commercial mindset with experience managing budgets and driving revenue growth.• Excellent leadership, communication, and stakeholder management skills.• Experience in B2C, DTC, or omnichannel retail environments preferred.
Specific job related overview
<ul style="list-style-type: none">• Develop and execute the ecommerce strategy aligned with overall business goals.• Lead cross-functional teams including digital marketing, merchandising, UX, and technology.• Own the ecommerce P&L, forecasting, and budgeting.• Oversee the performance and development of ecommerce platforms• Ensure seamless customer experience across desktop, mobile, and app.• Manage integrations with logistics, payment gateways, CRM, and ERP systems.• Implement conversion rate optimization (CRO & XO) strategies, A/B testing, and personalization to improve customer engagement and reduce bounce rates.• Optimise the online customer journey to improve conversion rates and reduce bounce.• Use analytics to inform decisions on pricing, promotions, and product performance; report on KPIs such as traffic, conversion, AOV, CLV, and retention• Collaborate with marketing teams on paid media, SEO, email, and affiliate programs to drive traffic and acquisition.• Represent YPO externally on ecommerce matters, including platform partnerships, industry forums, and supplier negotiations.• Programme governance – oversee multiple work streams across the business.
Legislative or compliance knowledge/experience
<ul style="list-style-type: none">• Ensure compliance with ecommerce specific regulation:• Data protection• Payment Security• Accessibility Requirements• Consumer Protection and eCommerce regulations• Cybersecurity• Adherence to Freedom of information act
Budget

- Operational management responsibility for the digital budget of circa £2.15m. This includes budget for digital transformation strategic developments and a large percentage of discretionary spend (No budget accountability).
- Responsibility for budget allocation and business planning submissions.
- Responsible for all E-Commerce and Digital technologies.
- Responsible for significant project budgets.
- Responsible for chairing and leading the YPO digital Board with membership up to Board level and external parties.
- Responsible for identifying and providing the correct types of information and presenting it in a way that supports the whole organisation and its stakeholders including customers and suppliers.
- Responsible for the management and partnership of the digital agency appointed to support YPO progress through Digital Transformation and other Digital/Web technologies and developments.
- Responsible for the management and partnership of the PIM provider.

No of staff directly line managed and total in department

12

Level of contact

- As a senior management appointment, this role requires a flexible approach and will involve travel away from the YPO head office in Wakefield, periods of overnight stays and unsociable hours.
- The role requires adherence to tight working deadlines and a flexible approach to managing projects and information.
- May need to react to out of hours' emergency system issues and offer considered solutions, permanent or temporary to maintain or recover services.
- Demonstrate a willingness to work flexibly, sometimes outside of normal core hours in response to service demands as agreed with the Service Manager.
- There will be an element of travel involved working with Digital Partners, attending conferences and customer sites.