

Head of E-Commerce

Person Specification (Essential and Desirable Criteria)

Knowledge, Skills and Experience

Area	Essential (E)	Desirable (D)	Assessment (Application/Interview/Task)
Knowledge (Education, Qualifications and Training)			
Knowledge of ecommerce platforms, digital trading operations and online customer journeys.	x		Application/Interview
Knowledge of ecommerce performance metrics and analytics (e.g. conversion, traffic, AOV, CLV and retention).	x		Application
Knowledge of key digital marketing channels supporting ecommerce growth, including SEO, paid media, email and affiliate activity.	x		Application
Knowledge of systems integration across ecommerce environments (e.g. CRM, ERP, logistics, payment gateways and PIM).	x		Application
Knowledge of legal and regulatory requirements relevant to ecommerce (e.g. data protection, accessibility, consumer protection, payment security, cybersecurity and Freedom of Information obligations).		x	Interview
Understanding of digital transformation governance within a complex organisational environment.		x	Application
Skills			

Ability to develop and deliver an ecommerce strategy aligned to organisational priorities and commercial objectives.	x		Interview/Task
Ability to lead and align cross-functional teams and external partners to deliver digital and ecommerce outcomes.	x		Application
Strong analytical capability, using data and insight to inform decision-making, optimise performance and identify growth opportunities.	x		Interview
Financial and commercial acumen, including forecasting, investment prioritisation and budget management (£1m+)	x		Application
Strong communication and influencing skills, with the ability to engage senior stakeholders, boards and external partners.	x		Application
Ability to lead programme governance across multiple workstreams.		x	Application
<p>Fluency Duty – Level 2 Proficient</p> <p>This post is subject to the Fluency Duty under Part 7 of the Immigration Act 2016. The post-holder is therefore required to demonstrate a level of fluency which enables them to converse spontaneously with a natural flow, and explain complicated information, using accurate spoken English (including technical or specialist terminology), to service users, and when required, demonstrate an ability to find alternative vocabulary in order to be understood.</p>	X		Interview
Experience			
Significant senior-level experience leading an ecommerce or digital trading function, with accountability for performance and delivery.	x		Application

Proven experience of improving ecommerce platforms and customer journeys, to drive measurable outcomes, such as conversion, engagement and revenue growth.	x		Interview
Demonstrable track record of using data and performance insight to optimise trading decisions (e.g. pricing, promotions, product performance, customer acquisition).	x		Application
Experience of managing substantial budgets, and / or revenue streams, including forecasting, budget allocation and performance monitoring.	x		Interview
Experience of leading internal teams and managing external suppliers or partners to deliver ecommerce, platform or digital transformation objectives.	x		Application
Experience in a B2C, DTC or omnichannel retail environment.		x	Application

Jobholder Signature:	
Date:	
Manager Signature:	
Date:	