

LAITHWAITES

Position Title	Digital Trading Manager
Reports To	Head of Digital Trading
Overall Job Purpose	The Digital Trading Manager is responsible for maximising online sales performance and driving commercial success across the online channel. This role blends strategic planning and commercial thinking, ensuring optimal product visibility, customer engagement, and revenue growth within the digital marketplace.
Key Responsibilities	<ol style="list-style-type: none">1. Analyse trading performance, provide actionable insights, and react quickly to market trends and opportunities.2. Lead digital merchandising strategy, ensuring best-in-class navigation, product storytelling and product ranking that supports all digital channels.3. Own weekly and monthly online reporting for senior leadership.4. Identify friction points and drop-offs, driving measurable improvements in site performance.5. Manage the online merchandising calendar, ensuring product, promotions, and campaigns are displayed and delivered effectively.6. Collaborate with Trading, Marketing and Tech teams to optimise the customer journey and enhance conversion rates, AOV and revenue.
Essential	<ul style="list-style-type: none">• Proven experience in e-commerce or digital merchandising.• Strong analytical skills, with expertise in interpreting trading data and web analytics.• Commercial acumen and a results-driven approach.• Proficiency with e-commerce and CMS platforms, merchandising tools and analytics dashboards.
Preferred	<ul style="list-style-type: none">• Experience with Adobe or Google Analytics.• Proficient with Excel.• Proven experience working with cross-functional stakeholders and presenting to senior leadership.• Managerial experience.
Personal Qualities and Skills	<ul style="list-style-type: none">• Adaptability and a proactive attitude within a fast-paced environment.• Excellent communication and stakeholder management abilities.• Comfortable owning outcomes end-to-end.• Resilient and composed under pressure.

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