

LAITHWAITES

Position Title	eCommerce Analytics Manager
Reports To	Head of Data
Overall Job Purpose	<p>We are seeking a talented and experienced eCommerce Analytics Manager to continue and enhance the development of eCommerce Analytics, on site behavioural tracking, reporting and dashboard development within the UK Direct Wines Portfolio</p> <p>With a keen eye for visual design and the ability to tell a story with data, the role plays a key part in enabling the business to leverage eCommerce data to drive decisions, optimise performance, and enhance the overall customer experience.</p>
Key Responsibilities	<ol style="list-style-type: none">1. Platform and Tools: Lead the business in ensuring that the Adobe Analytics platform for eCommerce reporting and dashboards is embedded with the company, ensuring alignment with business objectives and stakeholder requirements, through collaboration with 3rd parties and internal Martech, IT and WebDev teams. Alignment of requirements for Adobe Launch elements to enable tracking and reporting within Adobe Analytics.2. Dashboard Creation: Ongoing development of interactive and visually compelling dashboards that provide actionable insights into key eCommerce metrics, including sales performance, customer behaviour, product trends, and website analytics using Adobe Analytics and PowerBI.3. Data Integration and alignment: Ensure eCommerce data is aligned with other reporting systems, implement and maintain feeds to Data Warehouse to enable website data to be used in overall business level reporting.4. Performance Analysis: Conduct in-depth analysis of eCommerce performance metrics to identify trends, opportunities, and areas for improvement, and present findings to senior management and relevant stakeholders.5. Cookies and Tracking: Ownership of the Marketing Channel rules, cookie and tracking implementation and ensure ongoing alignment with current market trends and opportunities.6. Forecasting and Modelling: Working with Insight teams globally to use attribution and customer modelling to forecast eCommerce sales, customer acquisition, and retention metrics, enabling proactive decision-making and resource allocation.7. Optimisation Strategies: Collaborate with eCommerce teams to develop and implement optimisation strategies based on data-driven insights, including website enhancements, promotional campaigns, and product recommendations.
Essential	<ul style="list-style-type: none">• Adobe Analytics experience is key for this role and applicants will be selected based on their experience.• Experience with eCommerce platforms (e.g., Shopify, Magento, WooCommerce) and other web analytics tools (e.g., Google Analytics)• Understanding of Search, Affiliate and Paid Media measurement• Knowledge of Adobe Launch and GTM• Proven track record of designing and implementing eCommerce reporting solutions, including dashboard development, data integration, and performance analysis.• Proficiency in data visualisation tools such as Tableau, Power BI, or Google Data Studio, with a keen eye for design and usability.

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<p>Preferred</p>	<ul style="list-style-type: none"> • Proven experience in eCommerce analytics, business intelligence, or related roles, preferably in the retail or consumer goods industry.
<p>Personal Qualities and Skills</p>	<p>Personal Qualities:</p> <ul style="list-style-type: none"> • Detail-Oriented: Meticulous attention to detail to ensure data accuracy and integrity. • Innovative: Creative thinker who can develop innovative solutions to complex problems. • Collaborative: Strong team player with the ability to work effectively with cross-functional teams across different regions. • Adaptable: Flexible and able to thrive in a fast-paced, dynamic environment. • Analytical Mindset: Strong critical thinking skills with a data-driven approach to decision making. • Customer-Focused: Dedicated to understanding and enhancing the customer experience through data insights. <p>General skills and approach</p> <ul style="list-style-type: none"> • Technical Proficiency: Expertise in data analytics, digital marketing analysis, and data visualisation tools. • Project Management: Strong organisational skills with the ability to manage multiple projects and deadlines. • Problem-Solving: Ability to identify issues, analyse data, and develop solutions. • Story telling: ability to take complex data and turn it into understandable and actionable insight that can be applicable across all levels of seniority and capability within the business. • Communication: Excellent verbal and written communication skills, capable of presenting complex information clearly and concisely. • Business Acumen: Strong understanding of eCommerce business processes and strategies.
<p>Reviewed</p>	
<p>Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age or disability.</p>	