

## **JOB DESCRIPTION**

**Original Style is seeking an experienced, dynamic individual to join the Company's eCommerce Team.**

**This is an exciting opportunity to enhance and develop the Group's digital platforms, in line with the digital objectives and wider Strategy.**

**The role will be able to grow sales from an established base, whilst influencing future development direction.**

**JOB TITLE:           ECOMMERCE MANAGER**

**BASED:               EXETER – HEAD OFFICE**

**DEPARTMENT:    WEB AND ECOMMERCE**

**REPORTS TO:     MANAGING DIRECTOR**

### **PURPOSE OF THE ROLE**

The eCommerce Manager will be responsible for driving online sales channels within Original Style. The role will manage all aspects of our web portfolio, including future enhancements and features. It will be vital that the role develops a full knowledge of business operations and is clearly able to communicate with all aspects of the business. The role will provide regular reporting throughout the business on KPI's outlined by the Sales, Marketing and Operational functions.

### **MAIN RESPONSIBILITIES**

#### **Primary Responsibilities**

- Oversight of all Original Style's digital platforms, ensuring all are operational and compliant with laws and regulations, with the primary aim to enhance customer engagement and increase conversion rates and ROI.
- Liaise with Sales, Customer service and operational departments to ensure Original Style is providing industry leading service, delivery and user experience.
- Key contact and management of all external digital agencies, enabling the development of all digital platforms in line with the digital strategy.
- Maximise traffic to each site in close cooperation with the wider Marketing Team. Using campaigns, digital advertising and effective SEO/CRO converting leads into sales.
- Key manager of CMS content and controller of changes to this content.
- Maintain and evolve the organisations brochure content sites deployed on the WordPress CMS platform.
- In conjunction with other key stakeholders; draft, refine and execute an effective eCommerce strategy that focuses on sales growth, conversions and customer engagement whilst maintaining the brands and tone of the organisation
- Prepare, analyse and report on website analytics, to the business on a regular basis.

### **Additional Responsibilities**

- Active involvement in platform testing and issue identification and rectification.
- Work with the ICT, ERP development customer service and logistics teams to ensure smooth integration functionality and rapid order fulfilment.
- Monitoring and reporting on competitor development and market changes.
- Manage online trading initiatives in line with our sales strategies.
- Provide analysis into customer shopping trends, site and sales performance, to identify actionable insights and build plans to optimise metrics.
- Identification and evaluation of emerging technology.
- Provide guidance and expertise for the creation of digital content, such as reels and videos.

### **HEALTH AND SAFETY**

- Endorse and promote a positive and conscious health and safety culture within the Company. Ensure always take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.
- Ensure compliance with all health and safety, quality and human resource policies and procedures of Original Style.

These are the main functions of the job but the incumbent may be required to carry out other duties as may be reasonably required to meet the demands of the business.

### **PERSON SPECIFICATION**

To succeed in this role, the person needs the following.

- Proven experience in a digital content role, ideally within a premium lifestyle, retail or B2B organisation.
- Extensive knowledge of CMS/eCommerce platforms (preferably Magento / Adobe Commerce).
- Proficiency in digital tools (e.g. Google Analytics, SEO tools and email marketing platforms).
- Commercial awareness, numbers driven and an expert at promoting a large and varied product catalogue.
- Strong analytical and project management skills with a proven track record of project delivery on time and budget.
- Self-starter mentality with the ability to converse with stakeholders within the organisation and with our chosen partner agencies.
- Ability to work with a multi-functional team both within the eCommerce department (social, content, product, data) and with corporate functions (Finance, Marketing, ICT).

### **REMUNERATION AND BENEFITS**

We offer a basic salary of £36,000 to £40,000 per annum (dependent upon experience) and competitive benefits including a contributory pension scheme, 23 days holiday (increasing to 26 days with service) plus public holidays, staff discounts, death in service cover and Medicash Healthcare Cashplan (including shopping, travel and gym discounts). In addition there is structured training and the potential for career progression within our growing dynamic Company.

### **LOCATION**

Original Style's head office is based in air-conditioned offices with free parking close to junction 30 of the M5 at Falcon Road, Sowton Industrial Estate, Exeter, Devon, EX2 7LB.

## **BACKGROUND INFORMATION ON ORIGINAL STYLE LIMITED**

Please refer to the following websites: <http://www.originalstyle.com>  
<https://www.clayandrock.co.uk>  
<http://www.designworkstiles.com>  
<https://www.countytilewarehouse.co.uk>

Original Style is one of the U.K.'s leading manufacturers, importers and distributors with an extensive portfolio of high quality ceramic, porcelain, glass mosaic and stone tiles. The Company has been producing high quality tiles in our factory in Exeter, Devon, since 1986 and we offer a wide range of products - from contemporary large format wall and floor tiles to hand-finished glazed tiles designed in-house. Tiles are our craft and we are committed to manufacturing using traditional techniques teamed with state of the art technologies. We also source original and innovative tiles for our collections from across the globe, such as our unique glass products and mosaics, enriching our collections for a truly versatile choice. The key to our success is the experience of our highly skilled designers and craftspeople, showroom experts, customer service and all the support functions who make it a priority to ensure customer experience excellence throughout each stage of their journey with us.

With circa 190 employees, 14 tile showrooms and a global network of retailers, Original Style is committed to continuous development as an industry leader. We have recently rebranded the majority of our retail showrooms/stores to Clay & Rock, aiming to provide a premium retail experience. With continuous growth and products available in over 60 countries and over 2,000 retail outlets worldwide there's never been a more exciting time to join Original Style. Your growth is equally important to us – we will support you to reach your full potential and achieve your personal development goals.

## **HOW TO APPLY**

Applicants should send their CV and a cover letter (including current salary and salary expectations) to Mel Pollitt, Personal Assistant, by email to [mpollitt@originalstyle.com](mailto:mpollitt@originalstyle.com).