



Atlantic Therapeutics is a growing organisation with an exciting new product that changes people's lives. We are building a team of people with the belief, passion and expertise to make our business a success and positively influence our customer's quality of life. Our vision is to enable millions of people each year to restore pelvic health, and thereby restore their control, confidence and active lifestyle.

Job Title **Senior Ecommerce and Digital Manager**

Using your technical and commercial expertise you will lead Atlantic Therapeutics' direct to consumer sales and digital activities for growth. Managing brand websites, digital media channels and third-party e-retailers across international markets (excluding U.S.).

What's important:

Commercial expertise selling online, including key ecommerce practices, platforms and channel partners.
Excellent knowledge and expertise of web and digital media channel technologies.
Solid digital implementation and user journey expertise, coupled with knowledge of consumer behaviour.

The day to day:

- Work with the VP of Marketing and global Marketing team to develop the company's ECommerce strategy, manage and maintain existing markets and roll out implementation plans across new markets.
- Work closely with the Content Manager to oversee the look, feel and design of the company website and digital content. Balancing brand image and product content with ecommerce requirements to ensure digital channels are optimised for driving quality traffic and supporting the buying journey for conversions.
- Work closely with marketing and product managers to implement and align strategies on product launches promotions and campaigns.
- Utilise an in-depth understanding of web design and web analytic software to utilise appropriate digital tools/channels/activities/behaviours.
- Manage all SEM activity, to include optimal buying / keywords
- Manage external web agencies content providers and e-retailers (e.g Amazon, Alibaba) to create and/or improve the ecommerce sites ensuring the customer journey is efficient, effective and enjoyable.
- Managing issues with Website, digital activities and those via external e-retailers promptly to ensure a strong brand presence/selling capability maintained.
- Update prices, product information and add/remove products as required.
- Working closely with the Information Systems Manager, manage website security, ensure site payment mechanisms and any stored customer data are secure and functioning correctly.
- Continually check site content and systems to ensure everything is correct and fully operational.
- Monitor site metrics and work with the commercial analyst to generate regular reports of online sales and act on any trends highlighted.
- Stay up to date on online trends, web technology and best practice.

www.atlantictherapeutics.com

www.restorethefloor.com

<https://www.linkedin.com/company>



Where you've come from:

You will have a third level degree in Business, Marketing, Digital Marketing or IT with significant experience in Consumer Ecommerce and digital marketing, ideally within the consumer healthcare industry. Direct response experience also advantageous.

Who you are:

Experience in ECommerce, E-Retailers, Digital Marketing and driving online sales etc.
Expert in SEO and PPC.
Experience in Adobe Photoshop, IDesign, UX, Dreamweaver, Google Analytics, CMS, SEM etc.
Knowledge of Bulk Editing, Multi-Attribution modelling, Bid Management across networks, A/B testing of adverts, Google adwords etc.
Commercially and analytically minded
Excellent written and verbal communication skills.
Team player with good interpersonal skills.
Strong project management skills
Attention to detail.
Results orientated and a self-starter with the ability to work on own initiative.
Knowledge of and commitment to continuous improvement and problem solving.
Advanced Microsoft Office and reporting tool skills.

How you work:

We have created a list of competencies that are required at different levels, for every role within our Company:

COMPETENCY	ADVANCED/INTERMEDIATE/BASIC
Communication	Advanced
Interpersonal skills	Intermediate
Adaptability/Flexibility	Advanced
Accomplishments/Results Orientation	Advanced
Attention to Detail	Advanced
Analytical	Advanced
Customer Service Orientation	Advanced
Sales Orientation	Advanced
Decision Making, Problem Solving & Judgement	Advanced
Initiative & Innovation	Advanced
Leadership	Intermediate
Planning & Organisation	Advanced
Pressure Tolerance & Resilience	Intermediate
Supervising & Developing Others	Intermediate
Teamwork/Working with Others	Advanced