



Ecommerce Technology Manager

Department: Business Technology
Location: Appleton, WI
Reports to: VP of Business Technology

Exemption status: Non-Exempt
Direct Reports: 3 Employees

Purpose

The Ecommerce Technology Manager oversees and manages the eCommerce department of AIA representing print, apparel, and promotional product eCommerce solutions. You and your team will be responsible for research and development of current and future eCommerce strategies and service delivery for AIA Company Stores on behalf of our Franchise Owner and Sales Affiliate community. This position supports the product requirements and site management as it relates to the development, launch, and day-to-day eCommerce operations.

Responsibilities

Website and Company Store Design

- Determining the format and features of the company stores in order to maximize clarity and ease of navigation for customers
- Liaise with developers and designers who configure and alter the store websites as needed
- Manage and review product presentation on stores to ensure correct categorization, images, copy, pricing, and promotional offers are accurate and meet internal and external requirements
- Collaborate with franchise owners, sales affiliates and customers to understand their goals and objectives that lead to effective solutions through design, development, and delivery of effective user experiences and eCommerce technology

Research and Development

- Keep abreast of new developments in the eCommerce / company store world
- Work with internal development teams and third-party solution providers to identify new features and integrations that support current and future needs

Product Marketing

- Work closely with all AIA departments to create impactful and effective marketing of our eCommerce / company store solutions to our customers
- Present product capabilities at AIA and industry-sponsored events

Data Analysis and Reporting

- Develop reporting solutions that drive clear understanding of store utilization, revenue generation, and drive future sales growth opportunities for our franchise owners, sales affiliates and their customers
- Drive clear alignment of strategy and execution through data analysis as it relates to our eCommerce / company store projects and products

Owner Technology Support

- Act as a liaison with internal and third-party solution providers to ensure excellent customer service when issues arise

Qualifications

Education/Experience:

- Bachelor's degree or 2-5 years experience in a related field
- Strong knowledge of website design and tools, single sign-on, graphics design, user experience, and other eCommerce-related technologies
- 4-5 years of eCommerce web and graphic design

Knowledge/Skills/Abilities/Competencies

- Detail-oriented
- Strong team development and management skills
- Ability to work effectively with multiple relationship tiers
- Strong presentation skills, both in-person and remote
- Effective organization and prioritization skills
- Cross-department collaboration required to meet and exceed expectations
- Detail and deadline-oriented
- Ability to manage multiple projects
- Technical competency
- Proficient using social media and search platforms; Google G Suite, Microsoft Office, and other common relevant tools and software
- Proficient in Photoshop CS or higher
- Proficient in HTML and Cascading Style Sheets (CSS)

Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!

Success Measurements

- Satisfied franchise owners, sales affiliates and their customers
- Regular marketing of eCommerce / company store solution
- Using data to communicate the value of eCommerce / company store solutions
- Providing competitive advantage through solid and sound online buying experiences

Working Conditions

- There is a small amount of travel each year to support special project needs and industry events that AIA participates in. Target 2-4 trips each year, each being 1-4 days on average.

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.

Approved by: Sharon Zarter 7/17/2020

Date Approved:

Date Reviewed:
