

# BEAUTYCOUNTER®

## **Position:** E-Commerce Manager

One by one, we are leading a movement to a future where all beauty is clean beauty. We are powered by people, and our collective mission is to get safer products into the hands of everyone. Formulate, advocate & educate— that's our motto for creating products that truly perform while holding ourselves to unparalleled standards of safety.

Why? It's really this simple: beauty should be good for you.

We know that each day is an opportunity to be better than the last, and we never forget what makes us different from other brands in the beauty space. We are: Transparent, Forward Thinking, Thoughtful, Determined and Spirited. We want a leader who will also embody those values to join our movement and help lead us forward.

## **In this role you will:**

- You will be our in-house expert on all things Ecommerce working to optimize the customer experience of our web store through continuous testing and iteration. Managing promotions, product launches, flows, category pages, landing pages, etc.
- Work closely with the product, marketing and operations teams to ensure timely and efficient product and promotion launches.
- Partner with the Head of Ecommerce and paid marketing team to optimize paid search, paid social, SEM, shopping, display/retargeting and email marketing.
- Identify SEO optimization opportunities and work with our tech/product team for implementation
- Use trends, markets, and consumer insights to identify growth opportunities
- Leverage analytics, site testing, technology tools, and reports to monitor, recommend, and implement optimizations and enhancements to the e-commerce store
- Partners cross-departmentally to support the strategic planning, testing, assets creation and execution of all Ecommerce initiatives
- Develop and implement strategies in conjunction with Marketing, Media, PR and Social Teams to optimize conversion rate and AOV
- Partner with marketing, creative and technology departments to conceptualize and test campaign concepts
- Lead beautycounter.com strategic partnership to elevate customer experience through unboxing, gift with purchase, trial bundles/products, upsell/cross-sell etc.
- Lead and manage customer retention program
- Partner with CRM Manager to develop and optimize beautycounter.com loyalty program

- Partner with paid digital marketing team to develop best-in-class customer experiences with the goals of increasing customer engagement, conversion rate while reducing CPO

Qualifications:

- 3-5 years' experience working in e-commerce site merchandising and digital acquisition
- Knowledge of the health and beauty space a bonus
- Passionate about consumer insights and how the data affects merchandising and customer experience
- Bachelor's Degree in Marketing or related field
- Knowledge of the digital ecosystem and online marketing tactics
- Ability to work successfully cross-functionally

At Beautycounter we are committed to creating a diverse environment and are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

PLEASE SEND RESUMES TO: [JENNIFER.RICE@BEAUTYCOUNTER.COM](mailto:JENNIFER.RICE@BEAUTYCOUNTER.COM)

[TRAVIS.JABARA@BEAUTYCOUNTER.COM](mailto:TRAVIS.JABARA@BEAUTYCOUNTER.COM)