

phil&teds: owner of global brand - phil&teds, Mountain Buggy and Mokopuna Merino - is looking for a Web Saleshead! We're real people and real parents, achieving real success globally, whilst still working toward our ultimate goal: enable parents to escape nursery prison and live a life without limit!

From Newtown to New York, phil&teds has been making kids stuff for over 20 years, so parents can escape nursery prison and live a dynamic life with kids in tow! Our phil-osophy is adapt&survive and we can honestly say - some claim this and seldom possess it - we have unique spirit and culture and live by that ethos, daily.

Position Summary

The role reports to the Web Sales Manager and is responsible for the company's day-to-day web sales activities in allocated markets to achieve sales targets, by following the sales plan, engaging successfully with customers using the tools we have, active content management, customer acquisition and action based on analytics. This role works within the overall digital strategy and supports our marketing and other teams.

This role encompasses some of the following functions;

Sales planning and execution

Achieve sales budgets, by brand and sku, through your execution of approved plans for:

- Alignment with key sales initiatives such as NPL, PMF and promotions
- Content management optimised for engagement and (localised) SEO
- Supporting marketing activity such as EDMs, loyalty, investment in paid & social media etc.
- Executing the marketing plan as directed (content, email, loyalty, social media etc)
- Product reviews - monitor and manage
- Analysing lead and lag performance metrics (acquisition, conversion, order value, units per order, \$ and unit sales)
- Lead-implementing online initiatives to deliver sales targets
- Active Live Chat, to close sales, increase conversions, cross-sell and upsell
- Supporting digital marketing (yielding quality traffic to all regions, working collaboratively with the marketing teams to develop our social media activity with a sales focus) Guide: planning 15%, execution 55%

Content Management

- Maintain webshop content for high SEO and high conversion, ensuring our brand persona(e) translates well, into compelling web copy and key messages are communicated effectively
- Monitor (content, links) frequently, using analytics, and adjust as required
- Feedback customer experience insights to developers to improve navigation and usability, or attain best practice

Data Analysis & Action

- Analyse web sales activity, using Google or other analytics
- Analyse traffic volume, behaviour and conversion, to identify trends and provide insights
- Report RoI
- Identify factors that influence the success or failure of a promotion, taking a pragmatic approach to recommendations for future activity, based on analytics

Online research

- Keep abreast of competitor activity, digital trends and technology developments as they apply to web sales.

Reporting

- Contribute to monthly reporting as required.

Success in this role

Completing lead indicators:

- Executing the web sales strategy for your market(s) with best practice;
- Identifying business improvement and growth opportunities;
- Alignment with wider company esp. marketing;
- Driving quality traffic to our sites with successful acquisition strategies
- Converting sales and encouraging return visits from direct selling eg Live Chat and service.

Achieving the lag indicator: Hitting sales target.

Collectively these targets will help us achieve a higher sales level for Mountain Buggy and phil&teds. They drive success from targeted activities, resource allocation, and focused, integrated sales / marketing activities in all markets.

phil&teds isn't about Armani suits and ties - we're about a high performance culture, that has fun and makes money! We've built up global relationships with our customers: retailers, sales agents and parents -we're real people, doing real things - and we want to continue to help parents adapt&survive!

If this sounds like you, then we wanna hear from you!!

Email your CV AND cover letter to: pickme@philandteds.com

NOTE: ONLY APPLICANTS WHO HAVE INCLUDED A COVER LETTER WITH THEIR CV WILL BE RESPONDED TO!