



ArcherRoose

E-Commerce Manager

MANAGER LOCATION: Boston, MA (Flexible on location for the right candidate)

SCHEDULE: Full-time

COMPANY OVERVIEW

If you love wine and are interested in being part of an innovative company building a sustainable craft brand in the highly competitive wine industry - we want to talk to you. We're looking for a boundary pusher and the unconventional leader to help our fast-growing company take our operations to the next level.

Since launching our brand on JetBlue this past year, we've been growing fast. As our consumer base has grown, we are looking to make our products more readily accessible. With the launch of our E-Commerce platform, you will be working with industry leaders to build the category and help us take our business to the next level.

If joining an energetic, fun and creative team sounds like something that gets you excited, consider the job below.

JOB DESCRIPTION

The Ecommerce Sales Manager is responsible for driving growth and development for the Archer Roose brands by strategically building relationships with Direct to Consumer and other online marketing & sales platforms. This role effectively develops and cross-functionally executes comprehensive online sales and ecommerce business development plans.

JOB RESPONSIBILITIES:

- Develop ecommerce / digital sales strategies to meet sales revenue and growth targets
- Develop execution plan and necessary digital tools around the RACE Digital Process (Reach -visitors, fans. Act - shares, leads. Convert - sales, average order value. Engage - repeat, referral.)
- Implement and utilize analytics to track sales trends and identify opportunities for growth



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- Conceptualize digital marketing initiatives, analyze data and measure results
- Plan and monitor paid search marketing campaigns
- Partner with outside digital sales platforms to leverage all sales opportunities
- Create and manage product descriptions for online marketplace platforms
- Pioneer and create new opportunities with ecommerce accounts, identifying white space opportunities to generate sales
- Build a trust and foster a relationship to be recognized as a premium ecommerce / digital / DTC supplier
- Become immersed and educated in all aspects of the digital Alcohol Space and competitive brands
- Conduct extensive online research, at all times understanding marketing and sales strategies from all major ecommerce retailers in the alcohol space
- Actively participate in scheduled internal weekly and annual sales meetings, preparing in advance to share relevant and beneficial information

Job Qualifications:

- Looking for an innovative and forward-thinking candidate who will work hard and enthusiastically take on many responsibilities.
- More than 3 years Ecommerce experience, wholesale/retail environment is preferred.
- Exceptional time management skills; ability to organize, prioritize, and manage multiple projects with overlapping goals and objectives.
- Ability to influence and interact with senior management.
- Adaptable and flexible; responsive and resourceful in a fast-paced, quick turn business model.
- Experience with digital marketing and online sales.
- Prior experience with Amazon is preferred.
- Superior verbal and written communication skills, copywriting skills are a plus.
- Actively listens and participates within a team environment.

TO APPLY

Please email jobs@archerroose.com.