

ECOMMERCE MERCHANDISER

THE COMPANY

Established in 1999, the Affordable Art Fair is a friendly and inspiring place where everyone is welcome to explore, learn about, fall in love with and buy contemporary art under a ceiling price of £6,000. Our online marketplace has seen rapid growth and now hosts 250 galleries, offering over 25,000 artworks with sales regularly shipping to 16 markets. With ambitious growth targets, we are looking to expand our Digital team.

THE ROLE

The Ecommerce Merchandiser will be an integral part of the Digital team. Responsible for the day-to-day trading of the site, the Ecommerce Merchandiser will drive the growth of the eCommerce platform through the delivery of the digital trading plan.

Reporting into the Head of eCommerce, the Ecommerce Merchandiser will lead on trading and merchandising across all product categories and all real estate on site. This is an excellent opportunity for a Merchandiser looking to take the next step in their career.

KEY RESPONSIBILITIES

- Drive the growth of the marketplace through the delivery of the digital trading plan.
- Lead trading & merchandising across all product categories on the site.
- Drive weekly and monthly trade reporting delivering key metrics to the wider company on a regular basis.
- Develop artwork range reviews and opportunities communication for our partner galleries.
- Review margin, average spend and sales on an on-going basis to ensure that we maximise profitability.
- Build and maintain a comprehensive knowledge of the customer profile and other competitors.
- Ensure that all controllable costs are managed to maximise operating profit.
- Work closely with the wider eCommerce and Marketing teams to develop a customer communications and database growth plan including appropriate segmentation and targeting.
- Through detailed and regular analysis, optimise conversion and reduce bounce rate.
- Ensure the site has the capacity and capabilities to meet the current and future needs of the business and develop the roadmap of MVT and usability testing.

ESSENTIAL EXPERIENCE

- Minimum of 4 years' experience within retail eCommerce position.
- Online Merchandising /eCommerce or Specialist candidates will be considered.
- Must have experience in a Retail, B2C or eCommerce trading background.

- Demonstrates a true understanding and insight in to how to trade and grow the ecommerce business with the right blend of innovation, customer focus, commercial acumen, and executional excellence.
- Able to communicate with a range of internal stakeholders including Director Level.
- Analytically minded and able to use customer data to inform strategy across eCommerce.

KEY SKILLS AND PERSONAL ATTRIBUTES

- Strong analytical and problem-solving skills
- Good written and verbal communication
- Attention to detail
- Passion for or understanding of the arts

DETAILS

- Based in Vauxhall, London and remotely
- Hours: Full time, 9:00 – 17:30 or equivalent. Must include core hours 10:00 – 15:00. Flexible working will be considered
- Salary: £30k per annum
- Closing date 24 December 2021

HOW TO APPLY

If you are interested, please email your CV and cover letter to marketplace@affordableartfair.com by 24 December 2021.