



**JOB TITLE: Ecommerce Business Manager**

**Based:** Our waterfront HQ in Duxbury, MA

**COMPANY OVERVIEW:**

Island Creek Oysters is a multi-platform farm to table business. At its core, it is a group of people who love oysters. Everything about oysters. It is a small group of talented, and highly motivated individuals who come to work every day excited to shape the destiny of a growing business. In just a short time, Island Creek has grown into a thriving direct to chef business and e-commerce platform, a catering division, four acclaimed restaurants, a shop in Portland, ME and a Raw Bar in Duxbury, MA. We don't often add to the team, so we are excited to find someone who can make Island Creek even better than it is today.

**The Ecommerce Business Manager reports to the Marketing Director.**

**POSITION OVERVIEW:**

This full time position is responsible for the growth and execution of our direct to consumer online business, and the oversight and coordination of our digital marketing calendar and website, as well as conception and deployment of email campaigns. This entails not only the day to day management of our web store, but also close collaboration with the operational, product, and customer service functions of the business. We are a small team, and a collaborative nature and a savvy approach to interpersonal relationships is key. This is an established business with a strong brand, but in many ways still very much a start-up and a pitch-in "do whatever it takes" attitude is key to success at Island Creek. A passion for aquaculture (especially oysters), appreciation of the coastal lifestyle and experience in the food business is certainly very helpful, but not absolutely required. We are pretty confident we can convert a suitable ecommerce ninja to our water and oyster loving ways.

**SKILLS TO PAY THE BILLS (and sell the oysters):**

The ideal candidate will have a proven track record of growing an online business and performing both the strategic and production functions of a commerce enabled website, along

with having a seat at the table regarding the online pricing and promotional strategy and how it fits in to the overall business. Basic graphic editing skills, the ability to abide by established brand guidelines, and direct marketing copywriting experience are important/essential. A strong consumer-focused mindset (usability is key), experience overseeing a P&L and producing ongoing reporting with web metrics also required. Expertise using A/B testing tools and digital marketing platforms (esp. Google-based) are key for this role. Building and executing lifecycle marketing programs (drip campaigns, welcome streams, etc.) and segmentation of customer pools and messages are also important skill-sets. Additionally, must have a working knowledge of SEO and website optimization best practices.

### **WHERE YOU FIT IN:**

Island Creek is a fast paced, fluid environment and this position requires a lifelong learner attitude to stay on top of trends in the ecommerce and digital marketing space to make sure that we stay ahead of the curve. Bring a “shopkeeper” mentality and OWN all aspects of the direct to consumer web business and you will help us crush our goals and we promise you will have fun doing it.

Lastly, we believe in personal and professional growth at Island Creek. We believe the right person can grow to do amazing things. Yearly and quarterly reviews will help guide this process. Compensation will be negotiated with the candidate and includes health and retirement benefits.

### **REQUIREMENTS:**

- College Degree
- Wordpress
- Google Advertising and Webmaster Tools
- Mailchimp, Klavio or similar email and marketing automation
- Knowledge of web usability and website best practices
- Solid direct marketing and product copywriting
- Google Analytics and Microsoft Excel
- Understanding of key ecommerce metrics (conversion, AOV, PPC, bounce rate, etc.)
- Product marketing strategy - selection, positioning, cross-sells, up-sells, etc.
- Basic photography/video skills - esp. Photoshop (Adobe creative suite)
- Creativity and vision for growth of the web business
- Strong customer focus
- Strong interpersonal skills
- Ability to prioritize/manage a variety of different tasks and strategies
- Ability to communicate directly and confidently
- Self-starter

**Island Creek Oysters, Inc. is an equal opportunity employer or EOE.**