

JOB DESCRIPTION

Post: eCommerce Executive

Department: Tate Commerce

Reporting to: eCommerce Manager

Reporting for: eCommerce Department

Line reporting: Customer Service Assistants

The Company: ***Tate Commerce** is a wholly owned subsidiary of Tate. Work at Tate Commerce ranges from publishing, retail and merchandising roles to operations, finance and licensing.*

Tate Commerce shares Tate's mission to promote public knowledge, understanding and enjoyment of British, modern and contemporary art. Its role is to maximise profits and extend the value of the Tate brand, to support Tate's work and collection.

The Department: *Tate Gallery's e-commerce site at **shop.tate.org.uk** currently sells over 2,000 product lines, the majority of which are published and produced by Tate itself. The products include: books, prints, greeting cards, designer ranges, art materials and exhibition products.*

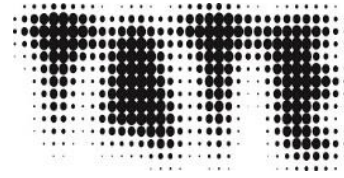


The Disability Confident Scheme

Tate is committed to the employment, retention, training and career development of disabled people. In recognition of our commitment, Tate has been awarded the Disability Confident Scheme Symbol.

Purpose of the job: The e-Commerce Executive is responsible for the overall customer experience on the e-commerce platform, end-to-end customer journey and in post-sales, leading the customer service team. They will assist the eCommerce Manager to maximise sales by improving user journeys through A/B testing and CRO, running promotions, cross-selling and bundling, working with Tate Commerce, Eats, Membership & Ticketing colleagues to improve the omni-channel experience.

The eCommerce Executive has line management responsibility for the online shop customer service team in Tate Commerce and reports into the eCommerce Manager. They will work closely with Retail and Merchandise colleagues and should have a strong customer service background and experience in e-commerce platforms, best practice and an understanding of web product development.



Main duties and responsibilities

- Act as Product Owner for the ecommerce platform balancing customer & business needs, managing the product backlog of continuous platform improvements following agile methodology and user-centered processes
- Work in collaboration with colleagues in Tate Commerce, Tate Eats and Tate Gallery to optimise customer experience and sales opportunities online
- Collaborate with the Digital Analyst and Audience Research and Data team to ensure best use of data to identify actionable customer insights and marketing opportunities
- Develop bundling propositions that span merchandise, membership and tickets
- Direct line management of Customer Service colleagues to meet sales targets and deliver against KPIs
- Provide regular reporting on trading and website activity, as required
- Carry out routine administrative tasks and site maintenance
- Brief Customer Services on new products and promotions and help to trouble shoot issues, through support and sign off on refunds
- Prioritise site merchandising in collaboration with colleagues from Marketing, Ticketing, Membership, Tate Commerce and Tate Eats

Person Specification

Essential:

- Proven experience of growing ecommerce revenue
- Experience of working on ecommerce CMS platforms, setting up products, pricing and promotions
- Excellent communication skills, demonstrating the ability to communicate effectively and positively with all colleagues, suppliers and customers
- Strong analytical skills and use of Excel
- Entrepreneurial spirit and a sales driven attitude
- Experience of leading and developing a team
- An interest in and commitment to the work of Tate

Competencies:

- Passion for what we do, with an interest in art and the aims of Tate
- Balances a varied workload and shifting priorities to deliver results on time
- Plans and prepares effectively to ensure delivery of the agreed results
- Develops effective working relationships with other teams in Tate Commerce
- Communicates clearly, keeping others informed appropriately
- Adheres to Tate's Dignity and Respect policy in all their activities
- Develops better and more efficient ways of doing things
- Is solution-focused and open to new ideas
- Evaluates their own development



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