Ecommerce General Manager

You are a data driven leader who lives and breathes e-commerce. You are a skilled project manager, excellent communicator, and experienced in online customer acquisition, content production, and e-commerce best practices. You love to solve problems and are excited about managing a website that promotes cycling, sustainability, and provides solutions to urban transportation challenges. You will continue to push the e-commerce business forward from initial requirements to design review and website builds and testing. You are driven and organized and are looking for an entrepreneurial role in a small but growing business.

Day to Day, you will:

- Build an ecommerce and digital marketing roadmap that drives PUBLIC's business forward
- Develop and implement innovative strategies to increase website traffic, conversion rates, average order value, customer retention and reduce shopping cart abandonment rates
- Manage relationships with web development firm, digital marketing agency, affiliate marketing and other e-commerce vendors
- Report on KPIs and make recommendations to improve performance based on current trends
- Develop and implement initiatives to hit ecommerce sales goals: ensure that the site delivers the best shopping experience for our customer, aligns with marketing strategies across channels, and highlights promotionally and/or seasonally relevant merchandise
- Review products online and identify additional product information needs that would improve the customer experience
- Ensure timely and accurate deployment of new digital products and product updates
- Perform in-depth analysis of all digital channels including social media and email, review budgets and ROI to make recommendations and implement strategies for improvement
- Run SEO audits and update the site structure accordingly
- Ensure e-commerce site stability and quality assurance protocols, including bug testing and fixing
- Search for new vendors; manage negotiations and testing of new e-commerce store features
- Keep up with the latest trends in e-commerce and share out with PUBLIC colleagues

Ideal Background and Qualifications
- Bachelor's degree required
- Minimum 3 years' experience in e-commerce, digital marketing or product development
- Love of web tools and deep understanding of Google Analytics, AdWords, Facebook, Affiliates, Google Tag Manager and Google Search Console
- Ability to analyze data and metrics and make fast decisions
- Understand digital environment and consistently seek to learn more about evolving tools and platforms used to improve online experience
- Demonstrated personal interest in our mission and passionate about our products
- Self-starter who is solution oriented
- Excellent writing and communication skills
- Good-humored team player

Compensation
Please send us a note of interest and resume to: ***jobs@publicbikes.com***. All inquiries will be kept confidential, and we will follow up in more detail with any qualified applicant.