



## Ecommerce Manager

Reporting to the Deputy Director, the Ecommerce Manager is primarily responsible for overseeing and managing the Team RWB Gear Store. This position will manage the day-to-day operations of the store, and work closely with the Deputy Director on the annual strategy for the store. The eCommerce manager ensures that the Team RWB Store works seamlessly from the shopper's perspective, is profitable to support funding our veteran-serving programs, and is supportive of the Team RWB Mission and Vision.

### Duties

Responsible for the operation of all aspects of the Team RWB Gear Store, to include:

- Providing stellar customer service and gratitude to our customers and members
- Working with stakeholders across Team RWB to plan and maintain a curated inventory of high-quality merchandise our customers will want to purchase
- Identifying, structuring agreements and working with other companies to not only produce gear for the Team RWB store, but also engage in mutually beneficial co-marketing campaigns to expand our customer base and increase sales
- Working with our Marketing and Communications (MarCom) team to plan campaigns and promotions as well as develop, manage, and optimize a paid advertising strategy for the store
- Monitoring SKUs, and ensuring that all the product listings and website information is displayed properly
- Monitoring closely and reporting appropriate backend analytics from the store
- Monitoring the customer's journey throughout the digital shopping experience to include layout options and other items related to user experience with an understanding of conversion rate optimization (CRO) best practices, upselling and remarketing
- Corresponding with our 3rd Party Logistics (3PL) partner to ensure front end sales numbers match inventory accounting records
- Working with the finance team to ensure proper state sales tax remittance
- Managing the Team RWB Gear Store integration with our Salesforce Constituent Relationship Management (CRM) system to ensure accurate data is being passed between the two systems
- Other duties as assigned by the Deputy Director

A fully qualified candidate shall possess the following attributes:

- Passion for service to country and the veteran population
- Gritty, determined, able to handle adversity in pursuit of large, long-term goals
- Significant experience working with Shopify
- Experience working with and an understanding of Google Analytics, CRO and SEO principles
- Experience working with paid social media advertising
- Experience working with inventory management systems
- Excellent written and verbal communication skills
- Ability to travel up to 10 days/year
- Bachelor's degree (minimum requirement)
- Veteran status is preferred, but not required

This is a telework position which can be located anywhere in the United States. This is a 20-hour per week temporary part-time position - employment agreement will run through the end of 2021, with the option to renew pending Team RWB approval.

Compensation is competitive among nonprofits and commensurate with skills/experience. For additional information about Team RWB, please visit [www.teamrwb.org](http://www.teamrwb.org)

**To apply for this position, [please submit your application here.](#)**