

Role: Ecommerce Consultant

Groundswell is a specialist ecommerce & digital consultancy based in Belfast. We are a team of experts focused on delivering rapid growth for our clients. We work with leading brands across N. Ireland, ROI, UK and further afield.

As a result of our continued growth we have a very exciting opportunity for an Ecommerce Consultant to join us.

You will report to the company co-founders and be focused on building and executing strategies across ecommerce and digital working closely with internal teams and clients.

This opportunity is like no other in the market and offers the right candidate the ability to accelerate their own skills within all areas of ecommerce.

As an Ecommerce Consultant at Groundswell you will:

- Work closely with our internal team as well as clients to create and execute ecommerce growth strategies (across acquisition, conversion & retention)
- Define and agree goals and success metrics with clients
- Be dynamic enough to encourage and make changes based on performance and client direction

Key Responsibilities

- Create and execute ecommerce strategy (in conjunction with the Groundswell team and clients) to improve customer acquisition, conversion & retention
- Ensure appropriate tracking and measurement frameworks are in place and produce required implementation plans (Google Tag Manager & Google Analytics)
- Analyse client's sales performance to identify opportunities and deliver insight and recommendations to internal team and clients
- Analyse customer and user experience to create appropriate roadmaps to improve site features, functionality, usability and improve conversion
- Identify opportunities for A/B and multivariate testing and assist with the implementation and analysis
- Build wireframes and prototypes for A/B tests and also to aid site roadmap development
- Plan and build marketing experiments across landing pages, sign up funnels, email campaigns and more
- Perform usability studies, site audits and satisfaction insight reviews to recommend appropriate change
- Assume project management responsibility for assigned ecommerce initiatives
- Manage and use Groundswell tools to ensure optimal performance
- Assist with new business opportunities (where necessary) including audits and face-to-face pitches
- Follow industry and market trends to ensure the company remains at the forefront of Ecommerce

Skills, experience and person

- 3 years+ experience in an ecommerce role managing site conversion, usability and overall sales growth
- Proven track record in achieving ecommerce growth within UK & Ireland and experience of international ecommerce
- A solid understanding of usability concepts, strategy and best practice
- Excellent data analysis skills and a good knowledge of Google Analytics and other analysis tools
- Prior experience presenting ecommerce strategy, growth plans and creating client-facing reports
- An analytical approach and strong commercial awareness
- A strategic thinker capable of taking lead in delivery, working directly with clients and within a team environment
- Ability to fully understand the client's business needs, with the ability to establish / maintain customer trust and confidence
- Ability to deliver projects on time and in line with budget expectations
- Builds effective relationships both internally and externally
- Excellent levels of oral and written communications skills

Benefits

- An exciting opportunity to be part of a rapidly growing business
- You can expect a friendly and relaxed environment, working closely with long term clients and creating exciting projects for well-known brands
- Expert training resources and lots of scope to enhance and grow your skill-set
- Very competitive salary

Job Type

- Full-time

Job Location

- Belfast, N. Ireland

If this sounds right for you, and you meet the criteria please send your CV and a covering letter describing your previous experience and why you feel you would suit this role:

grow@groundswellgrowth.com