

# thought

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## eCommerce Trade Executive

**Thought** is an award-winning fashion business that is rapidly growing in strength and reputation through its innovative clothing designs made from natural and sustainable materials. Established almost 20 years ago **Thought** has a rapidly growing Ecommerce business dispatching globally alongside a thriving Wholesale business with more than 1,000 stockists across the UK and internationally including John Lewis.

**Thought** is looking for a **eCommerce Trade Executive** who is data driven and has started their career in CRO looking to make the next step up.

### Key Role Responsibilities...

- Report on trade and web performance, tracking against KPIs and budgets
- Focus on conversion rate optimisation (CRO) across all web channels
- Lead on product launches across Thought's B2B & B2C sites
- Maintain product information and categories, ensuring these are optimised for search.
- Manage and improve landing pages and website call to actions.
- Conduct product analysis of website and marketplaces, make recommendations to internal teams and capitalise on new product opportunities.
- Deliver product recommendations based on knowledge of selling channels, sales performance and buy analysis.
- Forecast trade activity and provide campaign analysis, including recommendations for future activity.
- Manage existing marketplaces, report on performance and evaluate new marketplace ventures.
- Review customer experience through site checks, third party tools and heatmaps.
- Oversee and enhance onsite navigation, sorting rules and filtering.
- Optimise onsite search, reporting on performance.
- Increase conversion and AOV through merchandising, using manual and automated tools.
- Manage third party tools such as Nosto and Hotjar, analysing the data, drawing conclusions, and implementing changes.
- Lead the onsite A/B and MV testing strategy.
- Create and maintain Google Analytics reports and Datastudio dashboards to monitor performance.
- Present findings to team and senior members of the company, be an advocate for continual conversion rate improvements.

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## **A bit about you:**

You will have demonstrable experience in Conversion rate optimisation and tracking KPIs in a similar role, ideally in a fashion clothing brand. You will have experience of product performance analysis and be a passionate, data-driven, highly analytical individual with incredible attention to detail and ability to problem solve. Significant experience with web tools such as Google Analytics, Nosto and Hotjar (or similar) and using eCommerce platforms such as Shopify. Experience in Forecasting & setting budgets and using A/B Testing tools such as Optimizely, AB Tasty and Google Optimize would be highly advantageous.

We are looking for a passionate, confident, organised and communicative person with a can-do attitude who can relate to and understand that sustainability is what makes us different.

## **What's in it for you?**

Competitive salary package  
Seasonal gift card to buy products  
Company Pension  
Company events

Generous clothing discount  
Paid Volunteering day  
Paid sick days  
Additional annual leave