

Ecommerce Manager

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Company: Publicis Groupe

Location: Indonesia

Category: other-general

We are looking for a strong team member to work along with our eCommerce Lead for the commerce capability. As the eCommerce Manager, you will be responsible for offering unmatched e-commerce digital media planning across all digital ecosystem platforms, publishers (Facebook, Google & others), and other eCommerce marketplaces. Developing and implementing best-in-class digital media plans for effective e-commerce performance as well as playing a pivotal role in managing all online media strategies and activities for e-commerce including Pure Player platform and KOL live for e-commerce will be part of your responsibilities. You will be a key contact of the team to ensure the campaigns or plans that meet client expectations and deliver media plans and performance on a day-to-day basis.

Further, you will be required to suggest new improvement measures to increase user engagement and online sales along with the Ecommerce Director

Job Description Managing and supervising overall end-to-end eCommerce activities for clients effectively
Develop and implement e-commerce strategies: The e-commerce manager will be responsible for developing and implementing e-commerce strategies along with the e-commerce lead that aligns with the client's overall business objectives. This includes identifying target markets and developing marketing plans to drive traffic and sales.
Manage media performance: Collaborate with the performance executive for implementation and optimization performance to the client. Manage the media performance of the e-commerce platform, ensuring that it is optimized for maximum ROI. This includes overseeing media planning, media buying, and media optimization.
Analyse data and metrics: The e-commerce manager will analyze data and metrics to identify trends, measure performance,

and make data-driven decisions. This includes tracking website traffic, sales, conversion rates, and customer behavior. Preparing, implementing, and monitoring media plans to be delivered on ROAS KPI. Creating performance reports on a weekly basis. Lead weekly meetings, monthly reviews, QBR, and quarterly as well as annual recommendations. Develop and execute marketing campaigns: Develop and execute marketing campaigns to drive traffic and sales on the website. This includes email marketing, social media marketing, and paid advertising, with a focus on media performance. Collaborate with cross-functional teams: The e-commerce manager will collaborate with cross-functional teams, including marketing, operations, and IT, to ensure that e-commerce initiatives are aligned with the company's overall business objectives. Collaborating with Pure Player to deliver ad and effective performance based upon client KPI. Stay up to date with industry trends: Make recommendations for new initiatives or improvements to existing ones. Drive & lead new business pitches supported with the Ecomm Lead and GM Publicis Media for eCommerce sow. Qualifications Bachelor's degree in business management or marketing. Minimum 3-4 years of eCommerce experience in agency or other related roles. Ability to manage flexible work timings, client lead-time, and requirement. Complete knowledge of eCommerce procedures and techniques. Strong analytical and problem-solving skills. Basic understanding of eCommerce industry trends and procedures. Background in biddable media will be strong advantage. Experience with media performance tools and platforms such as Google Analytics, Facebook Ads Manager, and Google AdWords is preferred. Additional Information Have experience in managing a team or managing work with Digital Agency. Experience Handle Shopee | Lazada | TikTok, Affiliate Activities on the Client side or on behalf of the Client (E-commerce team in the Agency). Background from the previous position in Market Solutions from Lazada | Shopee | TikTok or E-commerce team from a client with extensive knowledge in Commercial.

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