



JOB DESCRIPTION: Head of E-Commerce

35 hours/week (hybrid working)

Competitive salary and benefits

The Oxford Artisan Distillery is a craft distillery located in the city of Oxford. Working with heritage grains, not only are we producing uniquely delicious whiskies but also leading the revolution in tackling sustainable farming and grain production.

Now backed by Diageo drinks accelerator Distill Ventures, we have exciting growth plans both in the UK and across international markets.

Role:

The Head of E-Commerce is responsible for designing and implementing the e-commerce business plan, a significant contributor to the company's overall growth plan. The person in role will provide expert leadership in this area, accelerating our e-commerce capabilities and performance to the next level.

The Head of E-Commerce is part of the Sales and Marketing team and reports to the Managing Director, Sales and Marketing.

Responsibilities:

- Leading the development and implementation of our e-commerce strategy to rapidly grow this aspect of our business
- Identifying and managing relationships with partners (website and fulfilment) to build our e-commerce business to the next level
- Leading the drive to achieve exceptional customer service and experience from the point of landing on the site through to point of delivery
- Through knowledge of retailer website, technical capabilities and business processes, ensure that presence of our products is maximized, e.g. through SEO and online advertising
- Ownership of the CRM programme and establishing mechanics to accelerate scale and engagement of the database
- Working with Shop & Tours team to identify a compelling range of products and experiences beyond whisky
- Establishing and analysing KPIs for our e-commerce channel and providing monthly reports to the company's senior team
- Making recommendations to the senior team based on expert knowledge, insight from data and recent developments in e-commerce, in collaboration with the Head of Brand



Skills and Experience:

- Substantial experience of e-commerce and account management
- Up to date knowledge of trends and innovations in e-commerce and platform operations
- Results-driven with a track record of turning analysis and problem-solving into opportunities
- Numerate and competent in analysing data to inform the development of solutions and measurable results
- A strong team player with drive and motivation to develop within a growing company – adaptable and willing to ‘get stuck in’ as part of a small sales team
- Manage several projects at the same time while keeping the right focus. –
- Excellent communication skills with the ability to build relationships, listen, influence, convey and persuade people (both internally and externally)

Other essentials:

- Legally authorized to work in the UK

We believe that a diverse team of enthusiastic, hard-working, skilled & like-minded people is pivotal to success. Our employees help us make a difference & grow as a business. Therefore, creating equal opportunities is an intrinsic part of our recruitment process. We welcome applicants from all walks of life regardless of culture, ethnicity, gender, religion, sexual orientation and disability. So, if you're interested in joining us, we look forward to hearing from you.