



The
Workforce
Development
Trust

eCommerce Manager

Job description

Job Title	eCommerce Manager
Department	Learning Solutions
Reports to	Managing Director: Learning Solutions
Location	Bristol with hybrid working available
Pay Scale	£40,000 - £45,000 depending on experience
Contract	Permanent
Hours	Full time / 37.5 hours per week

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

We are seeking a focused and results-oriented eCommerce Manager to oversee the management and performance of our online shop. This role is pivotal in ensuring the shop runs efficiently, offers the right products, and drives sales through collaborative efforts with the Product and Marketing teams.

Online sales through the shop is a key strategic drive to allow WDT to reach its ambitious growth plans. As such this role has been created and is critical to the success of the division.

As the eCommerce Manager, you will coordinate with the Product Manager to ensure accurate product listings, inventory availability, and pricing, while working closely with the Marketing team to implement paid advertising campaigns and other strategies to attract traffic and convert visitors into customers.

Key responsibilities

Online Shop Management:

- Design and optimise the user experience to increase conversion rates, revenue and average order values.
- Oversee the day-to-day operations of the online shop, ensuring a seamless and user-friendly customer experience.
- Maintain accurate product listings, descriptions, and pricing, coordinating with the Product Manager to ensure all information reflects inventory and business priorities.
- Monitor website performance, resolving technical or operational issues promptly.
- Regularly audit the shop to identify and address gaps or opportunities for improvement.

Collaboration with Product Management:

- Work closely with the Product Manager to manage the product catalogue.
- Work with the Product Manager to take advantage of product bundling and cross sell opportunities.
- Support the rollout of new product launches on the online shop, ensuring they are prominently featured and aligned with campaign priorities.
- Provide feedback on product performance and customer insights to inform future offerings.

Traffic Generation & Marketing Coordination:

- Collaborate with the Marketing team to design and execute paid advertising campaigns (e.g., PPC, social media ads) that drive traffic to the online shop.
- Implement promotions, discounts, and campaigns to boost sales and customer engagement.
- Support content and SEO initiatives to improve organic traffic and visibility.
- Monitor campaign performance and recommend adjustments to maximize ROI.

Data Analysis & Reporting:

- Track and analyse online shop KPIs, such as traffic, conversion rates, average order value, and sales revenue.
- Prepare regular reports on shop performance, identifying trends, successes, and areas for improvement.
- Use data-driven insights to optimize the customer journey and maximize revenue.

Customer Experience:

- Ensure the online shop delivers a positive, intuitive, and seamless shopping experience.
- Implement feedback mechanisms to gather customer insights and improve the overall experience.
- Respond to customer inquiries or complaints related to the online shop in a timely and professional manner.

Person specification

Criteria	Essential	Desirable
Education and qualifications		
Bachelor's degree	X	
UX /UI Courses		X
Knowledge		
Excellent knowledge of UX/UI best practices	X	
Excellent knowledge in all trends and aspects of eCommerce	X	
Strong understanding in successful CRO	X	
Solid understanding of SEO	X	
Knowledge of paid advertising strategies, tools (e.g., Google Ads, Facebook Ads), and analytics platforms		
Strong understanding of eCommerce platforms (e.g., Shopify, Magento, WooCommerce).	X	
Strong understanding of the role of social media in eCommerce	X	
Solid Knowledge of the Healthcare, Justice, and Hospitality		X

Sectors		
Experiences		
Experience managing an eCommerce platform	X	
Proven experience managing an online shop or eCommerce platform	X	
Experience of selling, promoting, or marketing eLearning		X
Experience in the education, eLearning, or training sectors.		X
Experience coordinating with product and marketing teams in a collaborative environment	X	
Experience of AB Testing		X
Exposure to Affiliate Management & Channel Management		X
Experience in SEO, CRO (conversion rate optimization), or UX design for eCommerce.	X	
Demonstrable success in meeting online sales targets	X	
Excellent experience coordinating across multidisciplinary teams	X	
Skills and abilities		
Strong analytical skills with a results-oriented mindset.	X	
Attention to Detail	X	
Passion for creating exceptional online shopping experiences	X	
Creative Problem Solver		
Excellent Data analytics and Data driven decision making	X	
Ability to collaborate with multi-disciplinary teams	X	
Proficiency in using data and insights to drive decisions and improvements.	X	
Other		
Grit and Determination	X	

Job Description Completion

Name	Paul Hobden
Job title	Managing Director
Department	Learning Solutions
Date	22 January 2025

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behaviour is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful, and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all

documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



The Workforce Development Trust

Vertigo,
Cheese Lane,
Bristol, BS2 0JJ
Tel: 020 3074 1222

Skills for
Health

Skills for
Justice


SFJ
Awards

People **1st**
International