e-Commerce Project Manager

Position Overview
The e-Commerce Project Manager is the main point of contact and accountable party for on-site e-commerce and the day-to-day manager of e-commerce for assigned specific business unit(s). This role is a key liaison between the product, marketing, technical, vendor and executive teams. This position develops and executes strategic projects that support DHG’s goals and initiatives, and delivers the projects on time, on budget, and meeting key KPIs.

Responsibilities include planning activities, resource/vendor alignment, and coordinating execution. This position requires strong project management capabilities, effective communication and collaboration skills, and the ability to provide insight around potential risks and opportunities, resolve conflict, initiate resolution, and deliver results.

Responsibilities:
- Manage e-commerce functions including, but not limited to, optimizing conversion, supporting acquisition and lead gen efforts, updating site content, managing pages and products, maintaining inventory levels, and overseeing user flow/customer experience
- Oversee the digital customer experience including, but not limited to, supporting order lookup and customer service inquiries, coordinating transactional and relationship emails, providing FAQs, overseeing digital properties and managing all post-transactional activities
- Responsible for maximizing revenue on site and maximizing upsell/cross-sell/AOV
- Identify, develop, and execute projects that support DHG’s business goals and initiatives
- Work with e-commerce Digital Director stakeholders to identify the success criteria of projects, benchmark KPIs, and measure success against identified KPIs
- Lead development of project plans, process flow diagrams, use cases, current/future state diagrams, and functional and technical requirements
- Lead cross-functional teams on an ongoing basis including stakeholders and team to ensure project success
- Independently ensure the successful implementation of projects including and managing timelines, scopes, budgets, communications, quality, issues, risks, critical paths, and resource constraints
- Keep project plans up to date at all times
- Monitor and measure project processes and activities to identify and communicate potential issues, risks or problems in a timely fashion and provide corrective action options and drive to resolution
- Prepare launch go/no go checklists and create contingency plans
- Where necessary, escalate schedule delays due to issues and risks to e-commerce Digital Director
- When needed, negotiate project priorities and workload with internal stakeholders and team members
- Review performance evaluations for vendors on projects
- Provide direction and coaching to Business Analysts on project team
• Lead in a learning and collaborative environment
• Work with the Marketing Director to ensure marketing and website efforts are aligned and to optimize lead generation
• Perform post project review and lessons learned
• Keep up to date on current e-commerce trends and opportunities.
• Other duties as assigned

Requirements:
• 3+ years experience as a PM on large projects dealing with cross-functional teams, complex processeses, and multiple technical platforms
• Must be a team player
• Strong understanding of current e-commerce trends and best practices
• Experience developing project plans, process diagrams, use cases, functional and technical requirements
• Strong background in Digital, e-commerce and Marketing
• Good interpersonal skills
• Excellent verbal and written communication skills and ability to interact with technical and non-technical audiences including vendors, executives, managers, and subject matter experts
• Strong problem solving skills – detail-oriented, creative, practical

Education:
• Bachelor's degree in Mass Communications, Marketing, or other advanced degree preferred

Experience:
• Strong background in e-commerce, Digital, and Marketing