

## ECOMMERCE TRADING MANAGER

### About Wordery

Wordery is a fast growing global online book retailer.

Based in Farnborough, Hampshire, Wordery was founded in October 2012 by a team of bookselling eCommerce entrepreneurs in partnership with Bertrams, one of the UK's largest book wholesalers.

With sales doubling annually since inception, Wordery is a significantly successful story in the start-up world.

Wordery sells a range of over 10 million books over to over 100 countries via 10 channels, and is one of the top booksellers in the UK.

Our dedicated D2C channel, [wordery.com](http://wordery.com), launched in October 2013 and is now a substantial part of the business and the key area of focus and growth.

### The Role

This role will monitor, optimise, and grow our existing international marketplace business. Due to the business model being high volume/low margin and with more than 70% of our turnover coming from various marketplace platforms, you will demonstrate deep understanding of how each marketplace works from a technical, commercial, and customer perspective in order to provide insight into where optimisations can be made and what further opportunities can be exploited. You will feed this insight into and work with appropriate personnel in order to develop the platforms, improve service, and hit growth targets.

### Responsibilities

- Monitoring and providing business commentary for daily/weekly sales, underpinned by insight from a variety of customer touchpoints, ensuring there is a clear understanding of performance drivers across channels.
- Thorough understanding of the main business drivers, deliver activities to maximise volume while optimising mix and average revenue per user (ARPU) – highlighting opportunities and risks and taking actions to address these areas.
- Complete timely market reviews to assess market place activity against its opportunity
- Analyse data trends, reporting risks and opportunities
- Coordinate all departments and drive the Ecommerce trading plan to achieve sales targets
- Create and implement market place strategies to drive increased market place order volume
- Own communication of information between functions / key stakeholders
- Provide analytical information to influence business / function decision
- Analyse key metrics (sales, traffic, conversion, ATV and CRM data) and all available data sources to understand how to better facilitate customer experience
- Build profound understanding of the ecommerce book industry and shopper behavior
- Own the strategy for defined markets and tailor this approach per European market

**Essential Skills and Experience:**

- Good academic achievements
- Proven commercial and analytical experience
- E-market place trading experience
- Exposure and understanding of a sales cycle
- Ability to understand and apply the levers that generate a sale

**Personal Attributes**

- Strong written and verbal communication skills
- Comfortable operating in a loosely structured and agile organization
- Inquisitive
- Tactful but assertive when required
- Self-starter
- Loves books and reading

**Contact:**

Please contact us on [careers@wordery.com](mailto:careers@wordery.com)