

ROLE	NORTH AMERICAN ECOMMERCE BUSINESS DEVELOPMENT MANAGER
STATUS	Full-time
START DATE	Jan 2016 (ASAP)
SALARY	\$60,000-80,000 (DOE plus benefits and negotiable OTE bonus)
BENEFITS	As well as a rewarding career, development opportunities and a competitive salary, you'll also enjoy 14 paid holidays (plus 10 vacation days). We believe it's important that you have all the rewards you need for your dedication, so you'll also benefit from a company profit share program. Plus you'll also receive state-of-the-art: <ul style="list-style-type: none"> • Apple Macbook Pro • iPhone
CLOSING DATE	End of December 2015

OVERVIEW

We're a perfect fit for a hungry and sales-minded self-starter who likes to drive digital channel sales across North America. The primary focus of this pivotal role is to enable and advise our team in delivering digital revenue growth of a challenger brand. Complete with long term career prospects, in a company achieving sustained and rapid year-on-year growth with offices in the UK, USA, France, Japan and China.

It's an exciting time to join us. We're selling more power tools, in more places, to more people than ever before. We're a \$40+ million business operating in more than 27 countries. With a rich history and exciting future, Evolution aspires to be one of North America's great iconic brands and you will play a critical role in making that vision a reality. We are proud that our Head Office and Distribution Centre is located in Davenport, Iowa - 3 hours travel from Chicago, Illinois. Sheffield, the Steel city in Yorkshire, United Kingdom is the nerve centre of our global business and home to support functions that drive and support our global growth since 1992.

We are looking for an achiever who can profitably grow our North American ecommerce accounts and marketplaces to increase market share. We want an ambitious person who can develop the role quickly and add real ROI to our ecommerce expansion. We are looking for an experienced operator, working in a digital business development role who has a strong interest and knowledge of power tools, can create proposals, negotiate agreements, establishing pricing and maintain a strong overall relationship with ecommerce customers.

You will be responsible for managing North American ecommerce sale channels to achieve efficient and profitable sales of the Evolution product range to targeted levels. Initially this role will be focused on the North American market, with future opportunities for expansion in other territories with applicable marketplaces designated.

You will be the main point of contact for all ecommerce account related sales activities and will lead in formulating plans, goals, and objectives to optimise online sales channels and prospects. Interface with other departments as needed to support customer accounts and resolve any issues that may arise.

Your attention to detail and strong planning skills will enable you to effectively manage multiple projects at a time, while your excellent communication skills will ensure you build strong relationships with your sales network.

Applications are invited from university degree educated candidates who possess 5 years digital sales and/or marketing experience and 3 years within ecommerce with a proven track record of developing ecommerce business expansion plans including identifying, negotiating and managing customer relationships, in a North American market.

REPORTING TO

- Sales Director (KW) and CEO (RD)

KEY INTERNAL RELATIONSHIPS

- Digital Marketing Team (TL + 2)
- Digital Design Team (MR, DM)

KEY EXTERNAL RELATIONSHIPS

- National retail Ecommerce and Digital Marketing Managers.
- Form strong relationships with management and internal stakeholders as well as external digital teams at Amazon, Canadian Tire, Ebay, Fastenal, Home Depot, Lowes, Matheson, Mernards and Sears.

SKILLS, EXPERIENCE AND COMPETENCIES

WORK ASSIGNMENTS AND OBJECTIVES

- Motivated self-starter with proven track record of managing digital revenues.
- Highly driven and flexible individual who is willing to work independently.
- Ability to work and deliver strong results in a dynamic team environment.
- Excellent project management skills.
- Awareness and experiences of working with digital agencies, user experience designers and front-end technical developers.

ADMINISTRATION AND PERSONAL DEVELOPMENT

- Customer business planning, process, and tools (ie forecasting, budgeting, merchandising).
- Strong problem solving, analytical, quantitative, communication and presentation skills, both drafting and presenting.
- Strong analytics knowledge and proven experience working with online software.
- High energy, competitive nature, excellent communicator, good listener, technical, great enterprise level ecommerce contacts, strong closer, consultative, Evolution product evangelist.
- Familiarity with image manipulation (Adobe InDesign and Photoshop).

DIGITAL REVENUE INFLUENCE/IMPACT

- This role will play a critical part of Evolution's strategy to build and grow successful partnerships with US merchants across the fragmented digital ecommerce landscape.
- Excellent track record of new ecommerce sales and with history of achieving targets.
- The individual will be responsible for identifying new North American based business development opportunities for Evolution within emerging digital merchants.
- You are agile and sales oriented (both farming and account management).
- Strong influencing and negotiation skills with an ability to structure deals, negotiate terms and drive to an agreement and execution.

COMMUNICATION

- A keen interest in the latest internet technology and a high degree of professionalism.
- Have strong organisation and communication skills.
- Excellent presentation and sales skills.
- A knowledge of Canadian French and/or Spanish is a plus.
- Pro actively builds consensus with others to gain cooperation/alignment.

MANAGEMENT

- Experience as an ecommerce or online product manager and marketplace experience is a prerequisite.
- Demonstrates the ability to operate independently to develop and initiate contacts, pursue opportunities and structure business partnerships.
- Ability to think strategically, analytically and creatively using sound business judgment.
- Possess excellent relationship management skills, both externally and internally.
- Understands the diverse needs and objectives of various stakeholders.

INDUSTRY

- Prior relevant digital business development experience with a demonstrated track record of success.
- Knowledge of SEO, PPC, Google Adwords, eBay Advertising, Amazon Advertising, Shopping Feeds, Search Ranking Algorithms, Webmaster Tools, Online Ranking Programs and Online Market Trends.
- Experience of the digital technology space and ecommerce best practices.
- Will have a strong understanding of current SEO techniques.
- Reasonable understanding of how customers shop online and in what ways that differs from their instore shopping experience and habits.

MAIN DUTIES AND TASKS

DIGITAL REVENUE BUSINESS DEVELOPMENT

- Increase YOY sales via ecommerce channels in North America and then extend this to other applicable countries. You prospect key indirect selling opportunities across our ecommerce accounts and marketplaces.
- Develop and manage yearly promotional calendar by account in close co-operation with North American sales team. Communicate event details to marketing, demand planning and finance support teams and track results and complete post-event analysis.
- Deliver volume and profit plan at ecommerce channels on Evolution products. Qualify digital revenue opportunities in line with the company's sales methodology.
- Gain market share in assigned categories of industrial drilling and sawing equipment.
- Review and analyse sales results and compare actual versus projected/plan results. Formulate plans to respond to the analyses.
- Conduct monthly reviews of sales, promotions, sell through, inventory management and any other account activities that will impact financial results for the North American market.
- Analyse and understand industry market trends, competition, products, and pricing that may impact sales efforts and communicate this information to all sales management and other departments as necessary.

DIGITAL ACCOUNT MANAGEMENT

- Form strong relationships with management and internal stakeholders as well as external digital teams at Amazon, Canadian Tire, Ebay, Fastenal, Home Depot, Lowes, Matheson, Mernards and Sears. Build executive relationships at ecommerce channels across the North America region, driving client meeting and follow up executions.
- Provide guidance to Evolution's customers to increase traffic and promote the Evolution brand through their website and other online channels. Develop relationships at all levels from marketing executives to company directors.
- Oversee online merchandising on retailer's web, mobile and email to maximize profitability, revenue and consumer appeal.
- Drive web merchant sales, conversion, margin, inventory turn, site optimization and manage digital revenue KPIs.
- Develop and manage ecommerce priorities for top 3-5 key 'brick and click' customers and retailers in lead markets.
- Work cross functionally to execute site merchandising activities including keyword updates, cross-sell maintenance, product presentation, promotional offerings and other critical communications.
- Establish and track an annual account budget, which includes sales and profits.

EMARKETPLACE EXPANSION AND OPTIMISATION

- Prospect, penetrate and create new relationships with emarketplace retailers. Develop and negotiate terms and conditions for accounts to effectively manage overall profitability at each assigned account.
- Create product data sets in web admin based on external documents and load products onto sites; set up navigation and menus seasonally or as needed. Verify images and product codes and that items are 'shoppable'.
- Manage strategic selling opportunities in the ecommerce channels including price related sales, special packs and recommendation of incremental sales growth opportunities.
- Development of bulk deals to emarketplace accounts.
- Management of order processing.
- You completely manage the sales cycle (from prospection to account management).
- Analyse and understand industry market trends, competition, products, and pricing that may impact sales efforts and communicate this information to all sales management and other departments as necessary.

DIGITAL B2B CRM

- Keep a monthly recap of sales calls, including potential opportunity worth dollars and be prepared to present that information when requested.
- Make regular sales' calls and in person visits. Identify customer needs and priorities. Create customised fact-based selling presentations.
- Keep an accurate record of all leads and sales opportunities and execute a 360° view of our complete sales cycle and pipeline. Identify trends, spot opportunities, increase efficiency and reduce costs

ONLINE MERCHANDISING

- Ensure all Evolution products are available on Evolution's customer ecommerce sites and presented in an effective way to drive sales, both on and offline.
- Fully responsible for developing and growing the ecommerce business across etailers and deliver a world class product presentation and shopping experience through website merchandising and site optimization.
- Optimise online sale information on Google shopping and other applicable SE's.
- Identify/understand trends within the retail sector including what makes a retailer successful and be an expert/evangelist in how various technologies enable this.
- Partner with website and digital marketing team to drive search engine optimization, search engine marketing, online advertising, digital media, email marketing, mobile website(s) and interactive campaigns to drive consumer and merchant acquisition, retention and loyalty.
- Fully understand the competitive marketplace from a product, pricing and website perspective.

DESIRABLE BUT NOT ESSENTIAL

- Strong contacts (Ecommerce Managers/Digital Marketing in retail, industrial and construction sectors).
- Knowledge of competing power tool products a bonus.

DEVELOPMENT OPPORTUNITIES

- Training courses for ecommerce/progression for the right candidate.

LOCATION AND DEPARTMENT

- Sales Department.
- 3 hours travel from Chicago, Illinois.
- Evolution Power Tools, 8363 Research Drive, Davenport, Iowa, USA, 52806.
- Travel throughout the USA and abroad will be required. Willingness and ability to travel - 30% domestic and/or international.

WORKING HOURS

This position is full-time and working hours Mon - Fri 7:30am-4:30pm.
Although we are slightly flexible around these times if you have difficulty commuting.

SUPPORT MATERIAL

All applicants are urged to review the following support material about Evolution and the role which can be downloaded from www.evolutionpowertools.com/us/careers/

- Company Overview.pdf
- Marketing News Bulletin.pdf
- Exposure Archive.pdf
- Marketing Plan.pdf
- Content Marketing Strategy.pdf

- https://www.facebook.com/evolutiontools/videos?ref=page_internal (FB)
- www.evolutionpowertools.com/videos/tvcampaign11.html (TV campaigns)
- www.evolutionpowertools.com (premier trading website)

APPLICATIONS

Please email a CV (prerequisite) and digital sale achievements to jack@evolutionpowertools.com.

- Strictly no agencies or phone calls please due to busy working schedules.
- Sorry, due to demand - only successful applicants will be contacted for an interview.