



## E-Commerce Manager, Compliance

Idox Content

Preferred Location: Berlin

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### About the role

Idox Compliance, a leading supplier of Compliance e-Learning are recruiting now for an experienced, motivated and professional e-Commerce Manager to be part of their expanding Marketing department. This is a rare opportunity for an e-Commerce enthusiast to consolidate their experience in a full-time, professional e-Commerce role.

Having started our e-Commerce journey with the launch of the Compliance web-shop, we are looking for a creative, digitally-savvy individual to be responsible for the ongoing growth and optimisation of the online customer experience for Idox Content, with ambition to improve conversion rates and average order value. In short, the eCommerce Specialist will take ownership of eCommerce activities across Europe, exploring and driving expansion for Compliance, and also for sister Funding Services divisions, Idox Grants and Vindsubsidies, the three together making up Idox Content. Our ambition is to make Idox into the automatic choice for people looking to buy Compliance learning and funding information subscriptions online.

The e-Commerce Manager should feel passionate about customer experience and their online journey.

This is a unique opportunity to develop an entrepreneurial career through applying a flair for e-Commerce, within a professional setting. Joining with a strong commercial instinct, the post holder will focus on driving online sales by maximising conversion opportunities. You'll drive ecommerce growth in Germany, extending it across Europe and also supporting the drive to lead the Compliance and Funding Services market.

### Key Responsibilities:

This position reports to the Managing Director, Idox Compliance. You will lead our thought leadership, firmly establishing e-Commerce as an additional sales channel for Idox. You will partner all functions to understand e-Commerce and its potential; in this way ensuring that Idox Content takes the right commercial steps to utilise e-Commerce channels fully. You will work closely with our Marketing teams, providing direction and input to our SEO, PPC, creative & content marketing activities as well as influencing our external web development team.

You'll deliver an operational and successful e-commerce platform and online sales channels by:

- Producing our "Compliance-webshop.com" and retailer e-commerce initiatives
- Leading promotional campaigns, both domestic and internationally
- Forging working relationships with e-commerce retail partners
- Operationally, managing partner/client expectations
- Overseeing site development and launch activities for all new e-commerce accounts including product descriptions, images, assets, banners, brand pages, and other attributes
- Coordinating Marketing, Sales, Portfolio, and Operations teams to optimise the Idox customer experience through online brand image, content, product assortment, navigation, promotions, and information architecture for optimal site performance and functionality, to meet agreed goals and budgets and maximise revenues
- Coordinate site content strategy and updates i.e. product pages, new and existing landing pages, product changes/updates/launches, etc. on "Compliance webshop.com" and with retail partners
- Oversee calendar of promotions and content in coordination with master marketing calendar and the Digital Marketing & Communications Manager
- Coordinate e-commerce marketing support (GWP, sampling, emails, and banners) and execution of assets with Digital, Marketing, and/or Web agency
- Provide metrics for e-Commerce sites and business performance through analytics to aid business decisions
- Assist with analysis of product performance reports and e-Commerce best practices to arrive at recommendations on how to improve sales
- Implement strategies to grow incremental revenue per current customer base and strategies to acquire new online customers
- Identify and survey market trends, new product launches/innovations, and stay up-to-date on trends in e-commerce as it relates to Idox Content.

## To apply, you should have most of these attributes:

- A recognised degree or qualification in New Technologies, Digital Marketing, e-Commerce, Marketing or other related field
- Minimum 2 years of experience in e-Commerce (E-Learning and/or subscription services experience preferred)
- An advanced understanding of e-Commerce, with hands on experience of online merchandising, customer journey analysis, online marketing, website analytics and CRO and new technology implementation
- Evidence of online retail business acumen and e-commerce best practices
- Ability to think on feet and outside the box - challenge “this is the way we’ve always done it” mentality
- Familiarity with Google AdWords, AdRoll, and Affiliate Marketing
- Creative with strong design aesthetic
- Self-starter and proactive; creative thinker and problem solver
- Ability to adapt to changing priorities and multi-task
- Fluency in German & English (both oral and written)
- Knowledge of HTML, CSS, JavaScript
- Advanced proficiency in Word, Excel, and PowerPoint, with fluent copywriting skills
- Strong online trading/commercial experience – you’ll have demonstrable experience within a similar role from a B2B background
- Customer focused – a passion for delivering the very best online experience.

## Additional desirable qualities:

Useful “hands-on” experience with

- Typo3 CMS experience a plus
- Coding – able to manipulate templated website pages to provide tailored online content.

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## About Idox plc

Idox is the leading applications provider to UK local government for core functions relating to land, people and property, such as its market leading planning systems and election management software. Over 90% of UK local authorities are now customers. Idox provides public sector organisations with tools to manage information and knowledge, documents, content, business processes and workflow as well as connecting directly with the citizen via the web, and providing elections management solutions. It also supplies in the UK and internationally, decision support content such as grants and planning policy information and corporates compliance services. Idox delivers engineering document control, project collaboration and facility management applications to many leading companies in industries such as oil & gas, architecture and construction, mining, utilities, pharmaceuticals and transportation in North America and around the world.

The Group employs c.700 staff located in the UK and worldwide, including Asia, Europe and North America. Travel to other offices or customers will be required from time to time.

## The Benefits

This post commands a competitive salary depending upon experience, along with an excellent benefits package.

## How to apply

Applicants should submit a CV, and a short cover letter (*maximum 500 words - including salary expectation, and current remuneration*) explaining why they feel they would be suited to this role to [Join.Us@idoxgroup.com](mailto:Join.Us@idoxgroup.com).



Please note successful applicants will need to satisfy the BPSS guidelines (Baseline Personnel Security Standards) which consist of the receipt of satisfactory references covering the last 3 years of employment; an identity check; verification of eligibility to work in Europe; and a Basic Disclosure Check. This is in order to help us make safer recruitment decisions and prevent unsuitable people from working with access to personal and sensitive data.

## Privacy Notice

As part of the recruitment process we will collect data about you in a variety of ways including the information you would normally include in a CV or a job application cover letter, or notes made by our recruiting officers during a recruitment interview.

Please read the Idox Recruitment Data Privacy Policy here <http://www.idoxgroup.com/privacy.html>