

VOLUSPA **Director of Ecommerce**

Company Profile:

Voluspa unveils scents that surprise, delivered with visual delight— an intersection of luxury home fragrances and artistic elements of home décor that inspire fans to spark their self-expression. Founded in 1999, Voluspa is an industry-leading luxury home fragrance brand that designs, markets, and manufactures our products in-house, and distributes them worldwide.

About The Culture:

Voluspa attracts the most talented, innovative, and creative minds in the luxury goods industry. We offer a collaborative and cross-functional environment, uncapped growth possibilities, and lucrative benefits focusing on the well-being of every employee.

Role Overview:

Voluspa is seeking a passionate, data-driven systems thinker to lead the Ecommerce team as Director of Ecommerce. This person will apply their expertise to inspire customers and generate sales through our global direct-to-consumer digital sales channels.

The Director of Ecommerce role is an excellent fit for someone looking to apply their deep understanding of ecommerce, digital marketing, and data-driven decision-making skills to achieve international growth for the brand.

RESPONSIBILITIES OVERVIEW:

- **Global Revenue Growth:** Responsible for global revenue growth for Voluspa.com and other owned digital sales channels, including acceleration of growth from international markets
- **Strategic Leadership:** Develop and execute a holistic merchandising strategy aligned with business goals, focusing on optimizing product assortment, pricing and promotional strategies to drive online sales and profitability
- **Team Management:** Lead, mentor and inspire a high-performing digital team, fostering a culture of innovation, collaboration and continuous improvement

- **Data-Driven Decision Making:** Utilize advanced analytics and performance metrics to assess and refine merchandising strategies, ensuring data-driven decisions that enhance the customer journey and increase conversion rates
- **Customer Experience:** Champion the customer experience by implementing best-in-class merchandising practices, including effective product categorization, cross-selling, upselling and personalized recommendations
- **Collaboration:** Collaborate closely with cross-functional teams, including marketing, product development, supply chain and IT/developers to ensure seamless execution of merchandising initiatives and alignment with business goals
- **Market Analysis:** Stay abreast of industry trends, competitive landscape and emerging technologies to identify opportunities for innovation and differentiation in our merchandising approach

ROLE SPECIFICS:

- Support the transformation of Voluspa web channels to create a more immersive, inspiring online experience that builds deeper emotional connection with our community, driving greater repeat engagements and ambassadorship
 - Close collaboration with Brand Marketing team to identify onsite A/B testing opportunities across different audience segments and markets
- Monitor and analyze KPI's related to sales, conversion rates, customer review and search ranking to identify areas of improvement
- Owner of Global S&OP and P&L for digital DTC channels, responsible for managing weekly, monthly, quarterly reporting
- Partner with International leads to build a localization strategy by market, identifying and tracking cost/benefit impact
- Partner with Brand Marketing and Paid Media team to identify new audiences to target and optimize top-of-funnel and down-funnel channels, driving conversion across all sites
- Partner with CRM Manager to identify incremental opportunities for engagement incentives and personalized customer journeys across markets
- Identify, build, and execute against differentiated D2C experiences and campaigns, ideating opportunities for exclusive product windows and bundles
- Translate brand and campaign storytelling into the digital space in collaboration with the Brand Marketing team to customize the customer experience across top international markets

- Develop comprehensive strategy that includes SEO, CRM and UX designed to increase time on site, improving conversion while fueling critical intangibles including inspiration, excitement, brand affinity
- Identify opportunities for improving new user acquisition and revenue growth across markets, opportunities to make global direct channels more profitable

QUALITIES NECESSARY FOR SUCCESS:

- Management experience is critical
- Bachelor's degree required
- Demonstrated experience and knowledge in driving reach and growth of a consumer-packaged-goods brand in the digital space, and successfully managing a P&L
- Experience forecasting and managing a complex assortment strategy for a brand with hundreds of SKUs in the market
- Familiarity with consumer identity, privacy and security needs
- High level of comfort presenting and communicating with senior executives inside the organization and with external senior partners
- High energy and capable of easily multi-tasking and context-switching in a fast paced, ever-evolving organization
- Ability to operate effectively in a team-oriented and highly collaborative environment
- Experience with Commerce tools, including NetSuite and Shopify
- Experience with analytics and BI tools such as Excel and Google Analytics (GA4)

Education:

- Bachelor degree required

BENEFITS:

- Medical, Dental/Ortho, Vision Insurance
- Term Life Insurance
- 401k with matching incentives
- Paid Holidays and Accrued PTO
- Tuition Reimbursement