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Racemark International and GGBailey are renowned leaders in the automotive industry, specializing in premium car mats and accessories. [As a division of Racemark, GGBAILEY focuses on direct-to-consumer sales, offering high-quality car mats, home mats, and pet mats](https://www.ggbailey.com/).

The Direct-to-Consumer E-commerce Manager is responsible for overseeing and managing the Direct-to-consumer sales through the designated marketing partners that cover all areas of state-of-the-art digital marketing and technical support. This includes but is not limited to website management, social media management, paid advertising, and lead email marketing This includes developing and implementing strategies to drive traffic, increase sales, and enhance the customer experience on the company's e-commerce platforms and working with the outsourced web development and marketing teams.

**Duties and Responsibilities**

* Create and execute strategies to improve website performance and grow online presence.
* Collaborate with marketing and sales teams to ensure consistent messaging and branding across all channels.
* Oversee the design and functionality of the e-commerce website.
* Optimize online sales channels with partners like Amazon, Walmart, and eBay where we have a direct-to-consumer online marketplace.
* Analyze e-commerce data through google analytics dashboard to identify opportunities for growth and improvement.
* Providing analysis and reporting on metrics such as weekly/monthly sales at weekly meeting and month company consolidated review.
* Create and manage e-commerce budgets, including advertising and promotion spend.
* Ensure high levels of customer satisfaction by managing customer relationships and addressing any issues related to the e-commerce platform.
* Coordinate with the Racemark customer service Manager to monitor customer satisfaction and complaints or warranty issues.
* Review the weekly Patterns Needed List from Racemark Engineering to ensure an up-to-date product database.
* Working closely with supply chain and production planning to establish smooth order fulfillment.

**Skills and Qualifications**

* Bachelor's degree in marketing, Business, or a related field.
* Proven experience in e-commerce management or a similar role.
* Experience with e-commerce platforms, SEO, PPC, and digital marketing.
* Strong analytical skills and the ability to interpret data.
* Excellent communication and collaboration skills.
* Experience developing and overseeing digital marketing strategies.
* Proficiency in web analytics tools and e-commerce software.
* Adapts and prioritizes with agility, using practical multitasking skills. Ability to tackle the demands of ever-evolving technological implements with ease.
* Experience in an entrepreneurial environment.