

Hiring: E-commerce Manager

What Success Looks Like

First 90 Days

- You have completed a full audit of the existing Shopify architecture, collections, tags, app integrations, and catalog logic, and delivered a prioritized written assessment of gaps, redundancies, and quick wins to leadership.
- A documented Stage → Approve → Test → Deploy governance framework is in place and actively being used by the cross-functional team for all website changes.
- You have met with every key stakeholder, Marketing, Supply Chain, Customer Care, Performance, Developer, UX Designer, and Copywriter, established working rhythms, and built the trust necessary to hold the team accountable.
- You own and can articulate the e-commerce operations dashboard, in which deployment velocity, launch quality scores, site health metrics, and approval-to-live cycle times are tracked and reported.
- At least one existing workflow or SOP has been documented, improved, and handed off to the team for consistent execution.
- You have successfully owned or co-owned one full product launch end-to-end, with all assets (pages, offers, inventory, creatives) deployed on time and validated post-launch.

In 12 Months

- The e-commerce ecosystem operates without dependence on leadership. Launches are predictable, defect rates are down, and the team executes with consistency across every channel and touchpoint.
- A scalable launch playbook is in place and has been proven across multiple product releases, supporting the brand's aggressive growth and new product cadence.
- The cross-functional team is high-performing, accountable, and aligned. Contributors understand expectations, receive regular feedback, and consistently meet delivery commitments.
- You have identified and implemented at least two significant operational improvements, whether tooling, automation, integration, or process redesign, that have measurably reduced friction or cycle time.
- You have built or materially contributed to the operational infrastructure needed to support specialty retail expansion, including any Shopify configurations, inventory workflows, or cross-channel fulfillment considerations for select brick-and-mortar partners.
- Leadership views you as the operational authority on e-commerce. You proactively surface risks, resolve issues before they escalate, and are consistently one step ahead of the business's next growth challenge.