

# TOAST

## INTERNATIONAL E - COMMERCE MANAGER

Born in a Welsh barn in 1997, TOAST has grown from loungewear and nightwear to become a unique lifestyle brand, creating and curating simple, functional, beautiful clothing, home ware and editorial.

TOAST is renowned for its thoughtful, contemporary design and commitment to traditional textiles and craftsmanship.

TOAST has studios in both London and Swansea and is one of the very few UK clothing brands with its own full pattern room.

TOAST has shops throughout the UK and can be found in many John Lewis stores. TOAST has an online shop [www.toa.st](http://www.toa.st)

The emphasis within the TOAST workplace is:

Thoughtfulness - in all we do and all we say, in our actions and our interactions

Simplicity - in our aesthetics, communications, processes and solutions

Creativity - and the encouragement of fresh thinking and the free exchange of ideas

Collaboration - both among ourselves and with other inspiring individuals, organisations and traditional craftsmen

As part of the TOAST team, you are a catalyst for the brand's successes. To realize our ambitions we need you to share our interests and values, have an enthusiasm for TOAST itself as well as a deep knowledge and love of your own specialist area.

In return for your dedication, TOAST will offer a supportive and friendly working environment with flexible working hours and generous staff discounts. You will receive a comprehensive induction, including product and brand training, that helps to plant a deep understanding of TOAST that can be carried confidently through your work and into the outside world.

# TOAST

## INTERNATIONAL E - COMMERCE MANAGER

REPORTS TO           Head of E-Commerce

LOCATION               London

FULL TIME - PERMANENT

### ROLE OVERVIEW

Responsible for the commercial performance of all international online activity, the International E-Commerce Manager will deliver a seasonally-appropriate plan for significant growth outside of the UK. That plan will optimise conversion and revenue, providing a compelling and seamless customer journey for international customers, and remaining true to the TOAST brand and its values. You will be required to brief and test each element of the plan, co-ordinate text and imagery, and produce results and business reporting. You will work closely with the Marketing, E-Commerce and Buying & Merchandising teams to maximise commercial success as well as the Brand and Graphics teams to develop engaging content for the target geographical markets and with our retained agencies to ensure the best possible return on international investment.

### ROLE IN DETAIL

Hold day to day responsibility for content on the international versions of toa.st  
Research, produce and execute a seasonal digital plan to drive commercial success - with reference to previous performance by country, future forecasts, upcoming business priorities, themes for each season by country and competitor research  
Communicate all plans effectively across the business with timelines and ensure all changes to plans are communicated in a clear and timely fashion  
Wireframe, brief and test each element of the plan and co-ordinate all text and imagery for the international versions of the website and emails  
– Brief each project into the relevant teams (Graphics, Web Development, Web Editorial etc.) and work with those teams to ensure timely and brand-sensitive delivery  
Work with the Email Marketing Agency to ensure we deliver 'best-in-class solutions to international business opportunities, generating strategic ideas and maximising day to day efficiencies  
Work with the Digital Agency to ensure we are investing in the correct channels by country, maximising the return on investment at all times

Work with the Social Media Manager to maximise all global social media opportunities and to ensure that relevant content is shown to each international audience whilst delivering maximum return on investment

Work closely with the Marketing and Buying & Merchandising teams to maximise international online conversion and revenue and to ensure product priorities are reflected in weekly email communications

Work with the Brand and Graphics teams to develop engaging, appropriate content and functionality to ensure strength in the brand presentation worldwide

Manage the sign off of international emails and website content with the relevant internal teams and senior management as required

Ensure all international digital communications link effectively into the relevant international content on the website and that all performance is tracked using Google Analytics

Analyse performance and monitor KPIs, tracking all results daily, weekly and monthly (using Google Analytics and other agency reporting software) and report your findings and recommendations to the business

Work with the Web Development, Web Editorial and Customer Service teams to ensure international versions of the website are kept up to date and reflect the latest messages across relevant pages (e.g. home and landing pages, product pages, basket, shop pages etc.)

Work with the Marketing team to deliver an international email acquisition strategy, ensuring sustainable growth of the emailable base for key countries outside of the UK

Research and develop the use of trigger emails for each geographical market to drive incremental conversion and revenue growth in key customer groups

Generate new ideas that will increase conversion and revenue across the international versions of the website

Support the Head of E-Commerce on wider digital marketing activities as required

Any other duties deemed appropriate

## **SKILLS & EXPERIENCE**

Highly numerate and literate graduate (or equivalent)

At least three years' experience in a commercial digital role, ideally in the fashion industry, with some international experience desirable

Detail-oriented, deadline-driven, self-motivated and able to multi-task

Solid organisational and time management skills

Experience of project management and execution of plans

Strategic thinker with the ability to also be reactive

Excellent reporting skills and highly analytical

Solid understanding of web analytics and customer

A strong appreciation of the TOAST brand, its values and tone of voice

Expert knowledge of digital marketing best practice

Experience in using email marketing software

Enthusiasm and keen eye for creating collections of product that are visually pleasing

An entrepreneurial spirit

Ability to communicate and collaborate

## **PERSONAL QUALITIES**

**HONEST COMMUNICATION:** straight talking, demonstrate humility and respect, challenge constructively, create transparency, acknowledge & resolve mistakes, maintain commitments and to be accountable

**DRIVE:** show relentless determination to drive delivery & excel

**POSITIVE MINDSET:** achieve results with a positive energy and can-do attitude, overcome challenges and Influence others positively

**PRIORITISE QUALITY:** less is more, an obsessive attention to the detail

**SUPPORT:** challenge and encourage colleagues, celebrate success and focus on positives

If you would like to apply for the position, please forward a covering letter and CV to [jobs@toa.st](mailto:jobs@toa.st)