

E-Commerce Manager



About Kaizen Print

Kaizen Print is one of the UK's leading online print providers, delivering high-quality print solutions to businesses across the UK and Ireland. With a strong reputation for quality, service and innovation, we are continually investing in our digital platforms, customer experience and product offering to drive growth and strengthen our market position.

As we continue to expand, we are seeking an ambitious and commercially driven **E-Commerce Manager** to lead our online growth strategy, optimise website performance and deliver exceptional customer experiences across all digital channels. If you want to make the next step in your career this could be the opportunity for you.

The Role

This is a hands-on role for an e-commerce professional who combines commercial acumen, technical understanding and digital marketing expertise.

You will be responsible for maximising online sales and profitability through the continuous development of our e-commerce platform, digital marketing activity and customer journey. Working closely with directors, sales teams, customer service and external partners, you will identify opportunities to drive traffic, improve conversion rates and increase customer lifetime value.

The successful candidate will take ownership of our digital trading performance, ensuring our website remains a market-leading platform that delivers both an outstanding user experience and strong commercial results.

Key Responsibilities

E-Commerce Management

- Own and deliver the e-commerce strategy to drive revenue growth and profitability.
- Manage the day-to-day trading performance of Kaizen Print's website.
- Optimise website merchandising, product presentation and promotional activity.
- Monitor and improve key e-commerce metrics including conversion rate, average order value and customer retention.
- Develop and implement pricing, promotional and cross-selling strategies.
- Identify opportunities to expand product ranges and improve online customer engagement.
- Work closely with internal stakeholders to develop new products and digital sales opportunities.
- Analyse customer behaviour and purchasing trends to inform commercial decisions.



Website Management & Optimisation

- Manage website content, landing pages and promotional campaigns through the CMS.
- Continuously improve website usability, customer journeys and conversion performance.
- Lead website development projects and work with external developers to implement improvements.
- Ensure website functionality, performance and mobile optimisation meet best practice standards.
- Conduct A/B testing and conversion rate optimisation initiatives.
- Monitor website performance, speed and technical SEO health.

Digital Marketing

- Develop and execute integrated digital marketing campaigns to drive traffic and sales.
- Manage SEO strategy to improve organic rankings and visibility.
- Oversee paid search campaigns, including Google Ads and remarketing activity.
- Develop and execute email marketing campaigns using Klaviyo or similar platforms.
- Along with colleagues, manage content marketing initiatives including blogs, guides, case studies and customer communications.
- Build and grow customer databases through lead generation and retention campaigns.
- Work with design teams to create engaging digital assets and promotional materials.
- Manage social media advertising and audience targeting strategies where appropriate.

Analytics & Reporting

- Monitor website, sales and marketing performance using Google Analytics (GA4), Search Console and other reporting tools.
- Produce regular performance reports with actionable recommendations.
- Analyse campaign performance, customer acquisition costs and return on investment.
- Track and report on key e-commerce KPIs.
- Present findings and recommendations to senior management.

Customer Experience

- Champion an exceptional online customer experience across all touchpoints.
- Monitor customer feedback and identify opportunities for improvement.
- Support customer service teams with digital customer journey improvements.
- Ensure website content is accurate, engaging and aligned with the Kaizen Print brand.

Skills & Experience



Essential

- Minimum 3–5 years' experience in an e-commerce management, digital marketing or online trading role.
- Proven track record of growing online sales and improving website performance.
- Strong understanding of e-commerce platforms and website management.
- Experience managing SEO, PPC and email marketing campaigns.
- Proficiency with Google Analytics (GA4), Google Ads and Google Search Console.
- Experience with Klaviyo or similar email marketing platforms.
- Strong commercial awareness and ability to make data-driven decisions.
- Excellent analytical and problem-solving skills.
- Strong project management and organisational abilities.
- Excellent communication and stakeholder management skills.
- Experience working with CMS platforms and website content management.
- Comfortable working in a fast-paced entrepreneurial environment

To apply or if you have any queries, please submit a CV and covering letter to hr@wearekaizen.co by Wednesday 24th June