



Internet Product Manager, Visual Merchandiser

The Company

Festive Lights Ltd is an award-winning online supplier of home, garden and seasonal lighting selling to both retail consumers and businesses. Established 21 years ago as a family business which now has over 80 employees. Back in 1999, our journey started when we began to add even more sparkle to Christmas with beautiful lights designed to look fabulous and work perfectly, year after year. We make it our mission to seek out the most beautiful and inspiring lighting in the world, for every occasion and every day of the year. All lovingly selected and sourced by our expert team to offer great value, cutting-edge design, and brilliant quality. We sell our products on a variety of ecommerce marketplaces including our own retail website.

The Role

We have enjoyed a sustained period of strong growth and are now looking to further strengthen the team with an Online Visual Merchandiser. You will be responsible for the visual merchandising of market leading indoor and outdoor decorative lighting products. Supporting the Sales, Buying and Marketing teams in driving and implementing our Visual Merchandising Strategy across both retail and business websites. Websites are running on the Magento 2 platform with sophisticated site search and other functionality. Utilising sales/stock reports, google analytics and Hotjar to improve all aspects of merchandising including site searches, products, categories, Homepage, and landing pages. Focusing on the visuals, conversion rates, stock and average order value.

Core Responsibilities:

- Product level merchandising – key selling points, upselling, cross selling and USP's
- Responsible for the visual merchandising of the full customer journey ensuring product presentation is both commercially, visually strong and on brand. Including category reordering, uploading imagery, suggesting product video requirements, promo banners.
- Working with the wider marketing team to ensure a consistent brand message across the website, email and social communications.
- Making it easy and intuitive to locate the desired product/categories through Algolia site search. Monitor internal searches, creating redirects to optimise the customer journey. Identifying opportunities such as search terms that do not return results. Increase visibility of products in demand and analyse and changes especially through different seasons.
- Setting up the appropriate and relevant filtering components narrowing customers search journey based on relevance.
- Merchandising of the business site.
- Using data analytics to make the website relevant to the period or season.
- Encourage visual merchandising through sales channel such as a+ enhanced brand content on Amazon.
- Liaise with manager on analysis of the performance of products and categories, making recommendations and implementing changes.
- Scheduling and monitoring of any promotional activity.

- Ensuring product is live on site with all key components as fast as possible and working with Buying and Marketing to launch new products and brands to the site.
- Developing strategies for clearance or excess stock.
- A/B testing through VWO and generating reports, using the data to influence decisions.
- Work closely with Sales, Marketing and Buying teams to ensure that all business priorities are met, ensure that communication between the teams is regular and productive.
- Presenting the product offering in the best possible way to maximise site conversion, click through rates and revenue.

Additional Responsibilities:

- Live chat assistance during seasonal peaks.
- Assisting with studio and location photoshoots.

Skills & Experience

- Advanced Content Management experience (CMS and stock control systems). Microsoft Excel skills are essential.
- Experience using web analytics tools like Google Analytics and other merchandising related software.
- At least one year's experience in a similar role.
- Be comfortable with running and interpreting reports.
- Can work proactively within a team and bring new ideas to constantly improve the online experience based on customer behaviour and analysis.

The Candidate:

- Passion for home, garden and lifestyle products.
- Excellent communication and organisation skills.
- Strong writing ability.
- High attention to detail to ensure accurate product listings.
- Ability to multi-task.
- Strong trend awareness.
- Goal driven, creative, professional, willing to go the extra mile to hit and exceed targets.
- Committed to seasonal overtime when needed.

What We Offer

A great place to work with a friendly open plan office located just off the M6 motorway. Competitive salaries are offered. Plus:

Pension scheme, flexible working hours, Cycle to work scheme, training courses/conferences, profit share scheme, staff discounts, staff on-site parking and more.

Festive Lights provided the following inclusive hiring information:

Job Types: Full-time, Permanent

Salary: £21,000.00-£25,000.00 per year