

Director, Platform & Products

Mercantila is a rapidly growing and profitable specialty e-commerce company. We are seeking a Product Manager to optimize our websites and drive the development of Web 2.0 features. You will manage all aspects of strategy, analysis, and execution to enhance our customer experience, resulting in higher conversion to sale. Your success will be measured by your ability to increase revenue & profit per visitor.

We are looking for candidates with a strong analytical disposition and excellent project management skills. Intimate familiarity with Web trends, preferably e-commerce, is required.

This person will play a key role in delivering a best in class customer experience for Mercantila's specialty stores.

R E S P O N S I B I L I T I E S

- Innovative vision for a lean and efficient retail operation
- Research Mercantila's ideal customer experience; craft strategy to make this experience a reality.
- Understand and evangelize the needs our customers.
- Define the web experience roadmap to drive material improvements in website conversion, revenue and customer experience.
- Conduct customer, competitive, best practice research & technology assessment (if required) to determine gaps and the right feature & content set.
- Manage experience across its lifetime (features and functionality development and maintenance)
- Develop User Interface: design, navigation, information architecture
- Manage web experience holistically: features, functionality, content strategy and merchandising to support desired experience.
- Establish criteria to measure success of product/feature launches. Proactively monitor and communicate learnings for continuous improvement of the site, using available reporting and analytics tools
- Define and achieve metrics for website optimization by:
 - o Creating and implementing strategy for A/B testing-driven optimization informed by user behavior studies
 - o Driving the development of website features, including 3rd party "Software-as-a-Service" providers
- Communicate product specs to Technology teams, coordinating closely during development
- Communicate data/copy specs to Merchandising teams
- Evaluate and implement feedback from Store Managers

R E Q U I R E M E N T S & S K I L L S

- 5+ years experience in product management (Web) or customer experience/User interface for a b2c commerce store.
- Extremely Internet savvy, with particular awareness of trends in e-commerce
- Familiarity with relevant technology (E.g. LAMP platform, AJAX)
- Experience using CoreMetrics or similar analytics platform
- Strong analytical skills, keen business acumen
- Superior communication skills; ability to communicate concepts via mockups
- Strong organizational skills, extreme attention to detail, and ability to prioritize
- Self-motivated, ability to drive results
- Candidate must have proven experience:
 - o Delivering web experiences that resulted in significant improvements in conversion and revenue for a business to consumer e-commerce store.
 - o Delivering innovative e-commerce experiences
 - o Working and consulting with other functional organizations
 - o Measuring ROI of product enhancements
 - o Working cross-functionally to bring new features and functionality to life

D E T A I L S

- Location: San Francisco ([Map](#))
- Start Date: Immediate
- Job Type: Full Time
- Salary: Commensurate with experience

H O W T O A P P L Y

1. Email jobs-sf@mercantila.com quoting “Product PM” as subject
2. Write a cover letter that succinctly describes your qualifications
3. Attach a copy of your résumé

<http://www.mercantila.com>