

# BURTON



For the European headquarter in Innsbruck/Austria we are looking for a

## E-Commerce Manager Europe

Burton Sportartikel GmbH, located in Innsbruck/Austria, is the European marketing and sales organization of the Burton Corporation, Vermont/USA ([www.burton.com](http://www.burton.com)). As the world's leading snowboard company, Burton designs and manufactures industry-leading products for snowboarding and the snowboard lifestyle, including snowboards, boots, bindings, outerwear and layering as well as year-round apparel, packs/bags and accessories. Privately held and owned by Jake and his wife Donna Carpenter, Burton's headquarters are in Burlington, Vermont with offices in Austria, Japan, Australia, California, Canada and China.

### ESSENTIAL FUNCTIONS

- Grow the direct to consumer e-commerce business in strategic European markets
- Manage third-party vendors whose services support the e-commerce experience (e.g. payment providers, fraud management tools, website optimization services)
- Analyze the business proactively to continually improve key performance indicators and revenue
- Identify program enhancements and modifications to meet goals
- Collaborate cross-functionally to optimize website layout, navigation, features and functionality based on site analytics and customer data
- Lead the execution of time sensitive seasonal product and functional website launches online
- Oversee day-to-day operation of the business and health of the website and connected systems
- Produce performance reporting and retrospectives as needed
- Troubleshoot system-related issues as needed
- Work with customer service department to improve processes and end-to-end service based on customer feedback
- Business process owner for Burton Europe E-commerce

### POSITION REQUIREMENTS:

- Bachelor's degree in Business, Marketing, Economics or related field. Advanced degree or specialization / special education in managing online business preferred
- At least 5 years experience managing an online business and web-based project management
- Demandware (or similar web platform), Business Intelligence, Atlassian (JIRA & Confluence), advanced Excel and Google Analytics (or similar) preferred
- General knowledge of web development including requirements documentation, design, usability, testing, implementation and launch
- Understanding of existing and emerging new media technologies
- Strong project management abilities and entrepreneurial business acumen
- Hands on experience with international direct to consumer retail
- Clear understanding of digital and social media marketing and how it pairs with ecommerce to drive business performance and brand awareness
- Familiarity with alpine lifestyle / snowboarding / board sports market preferred

### OUR OFFERING:

- Unique position at the global market leader of snowboard and snowboard lifestyle industry
- International environment, vivid atmosphere
- Competitive, rewarding compensation package

We look forward to receiving your CV.

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