

MYLANDS

HOUSE OF COLOUR

E-Commerce Manager – Luxury Homeware/Interiors

London West Norwood – up to £40k-42K depending on experience

Full time

A market leader in the luxury interior design industry, Mylands is looking for an eCommerce Manager to support the business with their ambitious online growth strategy. The most suitable candidate will ideally have a first experience working in eCommerce in the luxury sector and thrive in a small and proactive team.

Quality is key to absolutely everything we do at Mylands and there is a constant strive for perfection. We produce exceptional richly pigmented paints and wood finishes, but always keep in mind that the reference to exceptional goes beyond the product, it extends to every touch point of the brand.

This commercial role exists to drive the online presence and performance of our portfolio of products and services, optimising the website to ensure a seamless customer experience.

This role involves managing online sales and distribution. It includes optimising digital platforms, driving customer engagement, and using data analytics for sales growth. The role also focuses on product launches, partnerships, and omnichannel integration for a luxury user experience from website to unboxing, pro actively supporting an omnichannel strategy, driving footfall to our showroom and stockist partners.

The Role

- Run the operation & optimisation of Mylands website. Take ownership of site for product, trading, optimisation & merchandising, UK & Internationally to drive profitable E-commerce sales
- Take responsibility for the technical aspects of site trading, making sure the conversion rate is healthy & the website is set up to sell in the UK & Internationally. This will involve merchandising the site for the various markets & collections, and key products have exposure at the right times according to the communications plan.
- Build the business case and lead the management of any new integrations, website migration projects, app plugins or innovative developments.
- Deliver regular reporting and recommendations for optimisation.
- Identify & execute strategies to boost online trading performance within the context of a luxury DTC brand portfolio.
- Use data analytic tools to track & manage key performance indicators.
- Conduct adhoc admin tasks on the website, including: uploading products, editing and amending content and checking on the visual representative of the site via merchandising.
- Oversee technical and on-page search engine optimisation, web speed and performance.
- Create and manage website content and pages and product catalogues, implementing new content, promotional strategies, and product releases as required for each of the brands.
- Carry out SEO best practices across the website to optimise its performance.



By Appointment to Her Majesty Queen Elizabeth II
Manufacturers of French Polishes, Stains and Wax Polishes
John Myland Limited, London

JOHN MYLAND LTD., 26 ROTHSCILD STREET, LONDON SE27 0HQ
T: 0208 670 9161 | E: SALES@MYLANDS.COM | WWW.MYLANDS.COM

REGISTERED IN ENGLAND NO. 232215 JD MYLAND (CEO) VAT NO. 217 9798 18

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- Conduct trade analysis of website performance, highlighting opportunities to promote best sellers and ensure stock is in place to support this.
- Manage the day to day trade marketing calendar
- Collaborate with relevant teams internally to implement respective communications plans and trading strategies, in particular working alongside digital marketing & brand managers, warehouse & supply chain, and customer service executives.
- Devise & manage CRO & UX testing roadmap for continuous innovation.
- Responsible for legal compliance, GDPR, & smooth installation of 3rd party modules & apps.
- Manage web development agencies & budget.
- Monitor GA4 web analytics to provide actionable recommendations for improvement, effectively communicating insights to other managers.
- Manage ecommerce development projects with our development agency, other partners, and internal stakeholders to ensure successful delivery of new functionality that continually drives better user experiences.
- Manage loyalty and gift card programme
- Trading forecast, budget and monthly and quarterly reports

You

- Experience in ecommerce retail environment, working across multiple platforms.
- Experienced user of Shopify as well as with proficiency in Google Analytics & reporting software.
- Experience in omni-channel retail models.
- Strong data analysis skills, specifically related to web traffic, customer engagement & conversion rates.
- Entrepreneurial mindset.
- Excellent communication skills to manage multiple, cross-functional stakeholders.
- International experience essential.
- Passion for technology and digital media, with up to date technical and hands-on knowledge of digital marketing skills, including SEO, CRO, PPC and social media.

To be successful, you will be:

- A detailed understanding of digital channels and web analytics, especially GA4
- The ability to analyse and present data to senior stakeholders to drive change.
- Strong planning and organisational skills with experience managing complex ecommerce projects.
- The ability to work at pace, be a creative thinker and a problem solver.
- Shopify Plus Experience
- Ability to work collaboratively both internally and externally.
- Strong understanding of customer needs and user experience and how these align with delivering business outcomes.

BENEFITS:

- 22 Days Holiday Allowance + Bank Holidays
- Flexible time (4 days to full time)
- Cycle to Work Loan Scheme



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- Access to art gallery and exhibitions preview
- Discount on Mylands products

Role is based in London Lambeth.

Can be partly remote after a 3-month period

No agency please

How to apply:

Please send a CV, cover letter and a portfolio of work at:

careers@mylands.com

About Mylands

Established in 1884, Mylands is Britain's oldest, family-owned and run paint and polishes manufacturer. For over 140 years, Mylands has been perfecting the art of fine, richly pigmented paints with real depth of colour. Long-lasting and tactile, Mylands' products transform spaces.

With strong ties in the art and film industries, Mylands works closely with film studios. Its paints have featured in major film and television productions including Harry Potter, James Bond and Game of Thrones. The company also works closely with museum and galleries, including the National Portrait Gallery and Dulwich Picture Gallery.

Mylands is one of the last remaining manufacturers to still use natural earth pigments in its paint which makes them sumptuously deep and colour rich as well as eco-friendly.

A tribute to its dedication to high quality products and craftsmanship, Mylands has a Royal Warrant Holder since 1985. The company remains a family business, with all its products manufactured in London (Lambeth)

[MYLANDS • WEBSITE - Britain's Oldest Manufacturer Of Luxury Paints And Polishes](#)

[MYLANDS • Instagram photos and videos](#)



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