

## **Director, E-commerce of a successful social network**

Leader needed! To take an established, boutique, online brand to the next level of revenues, margins, positioning, product offerings and logistics. Resources = established & growing customer community + established team. This is the dream job for someone to take a successful team and brand to a new level of growth and credibility.

The business is CurlMart -- the e-commerce boutique for NaturallyCurly, the largest online community and social network for people with textured hair. Are you e-commerce leadership potential capable of moving a \$2 million brand to \$10 million?

Director, E-commerce will join the management team of a fast paced, fun, Austin-based social network with global reach.

### **Responsibilities**

- Launch a customer loyalty program
- Evolve brand positioning as NaturallyCurly's boutique into its own e-commerce powerhouse brand name (CurlMart)
- Create additional revenue opportunities, e.g. affiliate models
- Analyze and prioritize new feature/site requests
- Identify market opportunities and help build a roadmap, vision, strategy and lead to execution (e.g. take the leap to mobile – which is untapped today)
- Develop and target annual growth rate, revenue & margin goals
- Fulfillment Logistics
- Inventory Management & Merchandise Analysis
- Vendor & Product Relationships
- Customer Service Opportunities – streamline & leverage as a marketing channel, e.g.
- Mentor and develop others on the team

### **Requirements**

- Minimum 10 years business experience, including e-commerce experience
- Management experience is key. Have you inspired and led individuals/teams to greatness and growth?
- Deep industry relationships in/understanding of/passion for the online media, commerce and community space
- Always evolving expertise on trends and understanding of e-commerce industry
- Entrepreneurial drive with understanding of user-experience, business and commercial issues

- Business knowledge of e-commerce inventory management; merchandising concepts and operations
- Understanding of best e-commerce promotional channels, strategies and tactics
- Ability to sincerely connect with internal and external key stakeholders, i.e. must be a team player who is diplomatically aggressive
- Proven analytical and problem-solving skills; exposure to internet analytics software
- Creativity & curiosity
- A proactive self-starter
- Solid communication skills
- Flair for hair is not necessary

**Company Description:**

Founded by Michelle Breyer and Gretchen Heber, NaturallyCurly is a network of sites that informs, empowers and unites a community of people brought together by a common interest – curly hair. The flagship brand, [NaturallyCurly.com](http://NaturallyCurly.com), attracts 500,000 monthly engaged, influential consumers creating user-generated content on a daily basis. The network includes [CurlyNikki.com](http://CurlyNikki.com), the leading natural hair blog with a growing community of 150,000 uniques, [CurlStylist.com](http://CurlStylist.com), a professional community especially for stylists servicing their curly clientele, and [CurlMart.com](http://CurlMart.com), a boutique e-commerce site showcasing more than 50 brands and 500 community-vetted products. The entire network logs 1.5 million monthly visits from an average of more than 200 countries worldwide, all finding the common thread – a curl, kink or wave – that bonds them together.

**Please send resume and cover letter (why you?) with Subject Line: Director, E-commerce to [resumes@naturallycurly.com](mailto:resumes@naturallycurly.com).**