



La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavors to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art.

For our regional headquarter in New York, we are looking for a

Director of eCommerce

In this role you are responsible for creating a top-notch digital strategy and developing a digital innovation roadmap for the North America digital businesses, including lp.com and all etail sites. You drive daily ecommerce revenue targets and manage day-to-day business levers to attract traffic, provide an immersive shopping experience, increase conversion and retention, ultimately driving sales and margins. In addition you support objectives of brand awareness, customer acquisition, engagement, and revenue through internally driven and agency-led digital media investments and work closely with marketing, sales, PR, global digital and CRM, finance, IT, and multiple external partners. You manage multiple agencies including order fulfillment and customer service center partner. The position reports to the Vice President, Marketing, and has two direct reports.

Key Responsibilities

Sales and Budget Planning/Control

- Build annual sales plan to meet monthly sales targets for Laprairie.com & Etailers, a collective \$20MM revenue stream
- Develop and manage \$2.2MM budget for all digital programs, inclusive of media and social campaigns, eCommerce fulfillment, web enhancement
- Manage and report on sales and annual P&L, with monthly review

Digital Marketing

- Strategize monthly marketing initiatives as well as on-site promotional strategies (exclusive offers, limited editions, seasonal activities) and email promotional calendar
- Lead and manage internal and external digital marketing programs across SEM, display, native, mobile, paid social, influencer program and email with an eye to sales goals, new customer acquisition and building our email marketing list
- Develop and oversee regional social media strategy and activities (liaison with Global teams, PR, agencies)
- Partner with Australia and LatAm teams to ensure best practices and to share incremental content for maximum brand exposure

Website Update and Enhancement Management

- Manage all Creative/website briefs for Global Digital, CRM and Creative teams to integrate site features, content, merchandising, email, and marketing with US-specific plans
- Responsible for US website enhancement projects, vendor selection and contractual process

Ecommerce Fulfillment & Operations

- Oversight of fulfillment and distribution, customer service, order management and other technical partners (partner with LP warehouse)
- Liaise with Education team to ensure ongoing support of customer service partner for seasonal schools, call center support

Analytics

- Partner with Global Digital team and digital agencies and oversee all North America sales and promotional analytics.
- CRM data mining for continually UX enhancements
- Perform in-depth analysis with A/B testing, and propose solution for future initiatives

Qualifications

- Minimum of 7 years of related experience, preferably in beauty and/or luxury, including management of internal staff and external vendors
- Experience with Google Analytics, SEO/SEM optimization, paid social campaigns and Demandware/Magento
- Self-reliant, self-motivated, solutions-oriented professional, with proven ability to deliver sales results and creative marketing solutions on time and on budget
- Strong multi-tasking, detail-driven, organizational, collaboration & communication skills
- Knowledge of and passion for the cosmetics and/or luxury business

Interested: If you are interested in this exciting position, please send your full application to:
Ms. Lauren Silvi, Lauren.Silvi@laprairie.com,
Ref.: Director of eCommerce

