

progenit

SENIOR CONSULTANT (RETAIL) AND WEB CHANNEL MANAGER RECRUITMENT

Prepared by Matthew Treagus. 23 Apr 10.

This document sets out two roles we are recruiting for and invites direct applications from candidates. Unsolicited CVs and calls from recruiters will be politely declined.

CONTEXT

- Progenit is a web consulting firm. We clarify strategy and manage the change to deliver it.
- Good old-fashioned retail e-commerce is a substantial part, if not the majority, of what we do. However it is not the whole and it is not what clients buy from us. Clients are looking for holistic support for their web channel; sales, service development and customer engagement.
- We purely provide consulting services. We do not have our own design and build capability. Clients tell us this independent, objective and holistic approach is very valuable. We work with clients' existing teams and agencies to deliver. And/or help them find new ones.
- Progenit is a niche/'boutique' firm. Six people. We are fortunate enough to work on some great engagements with some amazing brands.
- We form very real partnerships with clients. Getting very involved with their work. Much of the work will feel like an interim 'client-side' role. The ability to work that way and maintain objectivity and tenacity is fundamental to success at Progenit.

SENIOR CONSULTANT (RETAIL)

The Role

You will lead client engagements to make their web channels more successful. You will work with clients in many different ways. Typically:

- establish a strategy and plan for the client's web channel and communications,
- act as the senior client executive for all, or a major aspect, of their web channel,
- 'own' and lead the delivery of a specific web channel initiative or proposition.

Experience

You will have deep web channel experience gained through working with major brands for whom the web was a important contributor:

- direct 'P&L' responsibility for a £10m+ web channel – ideally in a large organisation,
- a proven translator between the business, technology and marketing disciplines,
- whilst very commercially minded you will champion the user and the brand experience.

Candidate Attitude and Background

- You will most likely be a Head of e-Commerce today at a retailer. You'll be looking for more variety. You will understand that although we form real partnerships with clients the work is inherently more transient than in-house roles.
- Consulting experience is not essential but you must have the stakeholder management and communication skills required to make complex web initiatives a success. You'll have worked with web agencies, in-house IT functions and systems integrators.
- Guru-type consultants won't be a good fit. If you haven't done it and 'got the t-shirt' this role isn't for you. All of our clients 'get it' and are looking to bring depth and pace to their strategies.

WEB CHANNEL MANAGER

The Role

You will help our clients run more success web channels; in practice this means improving their websites and their digital marketing.

- doing whatever it takes to makes sales,
- improving the user/customer experience,
- acquiring customers more effectively,
- getting existing customers to spend more,
- building customer engagement and brand.

Experience

You are the person who makes the whole thing work. You trade the website, you bring the customers and you keep them coming back.

- senior role in running a web store,
- leading large development projects,
- managing marketing budgets.

As well as being numbers driven you will be able demonstrate creating thinking and have a real eye for design and aesthetics.

Candidate Attitude and Background

- You will be doing this work client-side today either for a retailer or a manufacturer/brand. You will be running a web store, the rest of the website and probably the online marketing team too.
- Direct sales and e-commerce experience is essential however a strong, numbers driven online marketer with responsibility for running a large website could be a credible candidate.
- Consulting experience is not essential but you'll need to be highly collaborative and supportive in your approach. You will know how to get things done in large organisations including working with internal providers, stakeholders and supporting agencies.

APPLICATIONS

- Initial expressions of interest by email only please to jobs@progenit.com
 - Candidates who fit the roles will receive prompt replies.
 - Agencies: Unsolicited CVs and calls from recruiters will be politely declined.
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