



The graphic features a laptop screen divided into two halves: 'New' (left, blue background) and 'Refurbished' (right, green background). The screen shows a cityscape on the left and a rural landscape with a wind turbine on the right. To the right of the laptop, the text reads: 'WE ARE INDIA'S LARGEST DESKTOPS / LAPTOPS / SMARTPHONES / TABLETS / PERIPHERALS REFURBISHER WITH A PAN INDIA PRESENCE'. Below this are eight icons with corresponding text: 'GENUINELY PROCURED AND SOLD WITH AN INVOICE', 'CHECKED, TESTED, CERTIFIED', 'reboot CERTIFIED', 'JUST LIKE NEW', 'REFURBISHED WITH A WARRANTY', 'NEW BOX PACKAGING', 'GLOBAL ACCREDITATION', and 'SAVE MONEY'.

Position	:	Senior E-Commerce Manager
Years of Relevant Experience	:	3-5 years.
Academic Background	:	MBA (preferably) from Top Tier Institute
Past Business Experience	:	Previous E-Commerce experience
Location of Operation	:	Delhi
Salary	:	To be decided (Company will include ESOP's)

ABOUT THE COMPANY:

Reboot is India's Largest Desktops, Laptops, Smartphones, Mobility Devices and Peripherals Refurbisher, with a Pan-India presence. Today, it operates in 12 States and soon is expanding to 22 States with 220 retail infinity stores by 2017. Reboot is a Microsoft registered refurbisher which provides affordable and "just like new" products through its online and offline stores along with one year warranty. Its growth has been phenomenal and Reboot has taken the nation by a storm!

SUMMARY:

This position is responsible for development, implementation and maintenance of our e-commerce website the rebootstore.com, ensuring that our business needs are met through developing, managing and executing appropriate navigation, category management, user experience, product assortment, content, visual assets and partnership with our brick and mortar retail infinity stores across the country.

PRIMARY RESPONSIBILITIES:

- The Senior Manager of e-Commerce is responsible for collaborating with Zonal partners to manage all aspects of the e-Commerce business including business planning, content strategy and development, promotional campaigns and other online marketing, website design, customer service, web analytics and web technologies.

- Manage the user experience of the website including site navigation, content development, checkout funnel and promotional campaigns.
- Develop and oversee the sales of the online website of Reboot and create a profit centre.
- Manage all aspects of web analytics related to e-Commerce and communicate relevant information to team members, executive leadership and respective partners.
- Build and direct a cohesive team of internal and external personnel to effectively develop e-Commerce solutions.
- Extensive knowledge of e-commerce technology and sophisticated analytics.
- Generate and implement new sales and marketing initiatives to increase e-Commerce sales and profitability of Reboot Systems.
- Provide expertise on current e-Commerce industry best practices. Consult on cross-functional projects to ensure e-Commerce principles are incorporated.
- Identify new areas of e-Commerce opportunity beyond current organizational thinking.
- Demonstrated strong business judgment and decision-making skills; ability to identify, prioritize, and articulate highest impact initiatives

REQUIREMENTS:

- You love digital and the fast pace of global commerce and are keen to continually learn and challenge yourself.
- Experience working within teams building e-Commerce systems or other high availability web-based applications.
- Sound understanding of the e-Commerce landscape including e-Commerce platforms and integration with Mobile, Social & Analytics. Experience of Hybris or similar e-Commerce platforms will be a bonus.
- Polished presentation skills and Exceptional listening, written and verbal communication skills & Open to travel internationally and to work on client site if required.
- Personal Qualities (Self-starter, Team Working, Communication, Organizing, Motivating, Leadership, Negotiation, Decision-making, flexibility and attention to detail).
- **Education:** E-commerce managers need to have skills in business marketing as well as the technology used for generating online sales. It is common for them to have a bachelor's degree in business marketing. Coursework in these programs will give a student the basics of graphic design and Web design alongside business management and marketing skills. It is also helpful to have experience in advertising design as many e-commerce sites promote their products on other sites.

REPORTING

: CEO, Reboot Systems India Pvt Ltd