



Smithsonian Enterprises

Vacancy Announcement

Senior Vice President E-Commerce

Senior Level

SE-20-0122

Announcement closes 10/19/2020

Duty Location: Washington, DC

This position is open to all qualified applicants

This position is charged with leading the evolution of a historically primarily catalog-driven business into a digital first, innovative enterprise that represents the diversity of the Smithsonian Institution offering for consumers, provides a best-in-class customer experience and employs all available and appropriate marketing channels. Responsibilities include the strategic direction and growth of SE's online and direct-to-consumer business by maximizing the value of current and future shoppers and visitors and any other mission-appropriate methods which may be determined. The SVP, E-Commerce is fully responsible for the P&L for this division. In addition, the SVP, E-Commerce will build relationships and work collaboratively with leaders and key partners among the various Smithsonian museums and centers in order to recognize and respect the complexity of the Smithsonian.

Businesses include:

- Current and future e-commerce businesses, including any direct channels (SmithsonianStore.com, Smithsonian Catalog and Smithsonian Jewelry);
- Online stores for ten or more museum-based businesses, including National Air & Space Museum, National Museum of Natural History, National Museum of American History, Smithsonian's National Zoo, Freer | Sackler Gallery of Art, National Museum of the American Indian, National Museum of African Art, National Museum of African American History and Culture, Hirshhorn Museum & Sculpture Garden and National Postal Museum.

MAJOR RESPONSIBILITIES

- Define and implement a growth strategy that increases site traffic, conversion rates and sales, maximizes customer acquisition, improves and grows successful customer programs and drives overall brand awareness of SmithsonianStore.com.
- Manage a rapidly evolving business model that embraces and maximizes the growth of the division's existing customer base and works to expand that base to a broader demographic and across order channels and marketing platforms.
- Lead website innovation and development to ensure a best-in-class, customer-centric e-commerce experience while increasing sales and decreasing costs.
- Develop and implement a strategy to expand SE's e-commerce footprint and revenues by leveraging all elements of SE's various audiences, maximizing opportunity for cross-departmental and cross-divisional marketing and sales opportunities and driving customer/visitor value for entirety of SE businesses.
- Prepare and monitor annual e-commerce budget, expenses, and sales forecasts.

- Manage all e-commerce and catalog/direct-to-consumer staff, including marketing, merchandising, inventory planning, fulfillment, customer service, and web production team employees.
- Develop a clear **merchandising** strategy that supports the plan and builds on brand, recognizes future trends and leverages the brand through provenance and unique product offering.
- Responsible for the **design, functionality, development and site production** of the online store, as well as the design of any catalogs or print pieces, to include creative direction, photography and copy editing.
- Manage outsourced relationships for **e-commerce systems**, including platform, order management system, email provider, marketing vendors and database provider(s).
- Ensure that all facets of warehousing, fulfillment, and customer service are properly executed from both a customer standpoint as well as from a financially sound perspective.

Qualifications:

Bachelor's degree (B.A. or B.S.) from a four-year college or university experience. Master's degree in business or public administration highly preferred. The ideal candidate will be a senior e-commerce executive with 15+ years of experience managing all aspects of e-commerce, including P&L responsibility. Proven experience leading multimillion-dollar e-commerce businesses.

The candidate will be experienced in leading an organization across all functions of an e-commerce and catalog business including marketing, merchandising, branding, copy/layout & page design, direct marketing and customer segmentation, operations, customer service, and warehousing and fulfillment.

- Strategic thinker who has demonstrated experience in driving growth in an organization through innovation or entrepreneurial efforts. Must have advanced analytical skills and understand the business.
- Strong leader and excellent communicator who can drive consensus across a large, distributed organization. Strong communication and presentation skills that can be directed toward both technical and non-technical audiences.
- Excellent people management skills including mentoring, coaching and staff development.
- Proven experience with all aspects of e-commerce technology, including platforms, order management systems, merchandise inventory systems, customer databases, marketing technologies, privacy & security, web analytics and accounting systems.
- Demonstrated vision and proven track record of growing revenue and contribution within an e-commerce business through effective merchandising and marketing strategies.
- Highly motivated self-starter with an entrepreneurial mindset who will be attracted by the opportunity to have significant and measurable impact on an organization. S/he "acts like an owner" in building business value.
- Ability to be conceptual and strategic but at the same time, s/he can roll up his/her sleeves, get involved in the details of the business, and make things happen.
- Upbeat, positive, high-energy, and committed to winning results. Comfortable in a collaborative environment, but also confident and decisive.

Compensation commensurate with experience
No relocation expenses will be paid

HOW TO APPLY

Who may be considered for employment: All qualified candidates eligible to work in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

E-mail your resume and cover letter by the closing date to:
Dana S. Moreland at dmoreland@si.edu

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs.

The individual selected for this position is subject to fingerprinting and a full-field background investigation and will be required to file a confidential statement of employment and financial interests. This position is subjected to the Smithsonian Institution's Standards of Conduct, the Smithsonian Statement of Values and Code of Ethics, as well as the policies established by the Board of Regents and the Smithsonian administration including Senior Level compensation policy. Employment in this position prohibits from serving on the boards of for-profit corporations.

We ask that the attached Applicant Survey Form be completed by candidates, except **Smithsonian Institution employees**, and returned with application materials. This form is for gathering statistical information and will not be a part of the application.

APPLICANT SURVEY FORM

The Applicant Survey Form is used to collect information from candidates during the search process to evaluate the effectiveness of the Institution’s search and recruitment efforts. Please print all responses. The information provided is not a part of the selection process and will be used for statistical purposes only. Your voluntary responses will have no effect on your consideration.

Vacancy Announcement Number: _____

First Name													
Last Name													

Year of Birth: 19____ Gender: Male ____ Female____

How did you learn about this position? Mark all sources that apply.

1	Mass media (magazines, newspaper, radio, television, poster, telephone job line)
2	Individual (friend, relative, Smithsonian employee, school or college counselor or official)
3	Information technology (Internet, World Wide Web, or SI Web site)
4	Association or organization (professional, community, religious)
5	Other (please indicate)

Self-identification by category: (Circle your responses.)

Ethnicity: Hispanic or Latino - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. Yes No

Race: (Mark all that apply.)

1	American Indian or Alaska Native	A person having origin in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment. Tribal Affiliation: _____
2	Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.
3	Black or African American	A person having origins in any of the black racial groups of Africa.
4	White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
5	Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.

Do you have any physical disabilities? Yes No

If yes, do you have a targeted disability? (Mark only one.)

1	Deaf	4	Partial paralysis	7	Mental retardation
2	Blind	5	Complete paralysis	8	Mental or emotional illness
3	Missing extremities	6	Convulsive disorder	9	Severe distortion of limbs and/or spine