



JOIN THE BAND

eCommerce Director
Candidate Briefing Pack



OVER 115 YEARS OF INNOVATION, EXCELLENCE, AND PASSION



THE TIME IS RIGHT TO JOIN SPEIDEL

Welcome to Speidel. I'm excited that you are considering joining the team here, and hope you get inspired as you learn more about our company.

Our eCommerce function is undergoing a fantastic period of reimagination, as we move more capability and initiatives in-house - with a vision to 10x our sales on the speidel.com platform. You will sit at the heart of this unique opportunity to shape our brand and our top line.

If you're passionate about eCommerce, have a track record of accelerating brands on the Shopify platform, and really want to shape a high-performing team, then Speidel could be perfect for you.

GENNARO CERCE
CEO



SPEIDEL CHAMPION PURPOSEFUL DESIGNS THAT LAST

For over a century, Speidel has built a brand around purpose. Each Speidel invention is rooted in intention, including the first WWII identification bracelets, the revolutionary Twist-O-Flex watchband of the sixties, and today's Scrub watch – engineered for adaptability.

Speidel pride themselves on ever-evolving designs, engineered for the times. Whether their bands spark memories of loved ones or are newly discovered, we want the Speidel customer to be one for life.



MAKING EVERY SECOND COUNT

Boasting a rich 116 year history of innovation and craftsmanship, serving generation after generation, Rhode Island based Speidel is America's most recognized name in the watch band replacement space.

In 2016, they expanded their offering and began a journey into eCommerce. Speidel have recognised the unlimited potential in this space, and are looking for someone with tenacity, confidence and drive, who can take ownership of the opportunity, and define the trajectory of the B2C model.



BENEFITS THAT AREN'T A WASTE OF TIME



HYBRID POSITION

HEALTH INSURANCE

VISION AND DENTAL INSURANCE

PTO

PERSONAL & SICK DAYS

HARDWARE SUPPLIED

HERE'S WHAT THE TEAM THINK ABOUT SPEIDEL



My favorite thing about working for Speidel is the opportunity to have a major role in a company's success.

I was lucky enough to join the Speidel team during my senior year of college, 10 years ago, and I wouldn't want to work anywhere else. I feel trusted and supported, and my potential has always been recognised and encouraged.

It is a pleasure to come into work, knowing each new day is an opportunity to grow in my professional life.

JESSICA T.
DIGITAL BRAND MANAGER

The collaborative environment is one of the things I love about working here. When faced with a challenge I can always rely on the team for help. Additionally, the owner is always receptive to concerns, opinions, and new ideas.

I am proud to have been a part of the Speidel team for the past 13 years, and very happy that I have been here to see the company flourish.

LINDA C.
FINANCE MANAGER

AN OPPORTUNITY THAT'S WORTH YOUR WHILE



Speidel
SINCE 1904

FEEL ENABLED

You will have the support to plug and play your ideation into execution. Be encouraged to capitalize on opportunities, with the backing from the senior leadership team to action them.

FUN ENVIRONMENT

Everyone at Speidel is passionate, and genuinely enjoys what they do. Expect to find a familial atmosphere where everyone wants to win and have fun along the way.

BUILD AN IMPACTFUL FUNCTION

This is a great opportunity to get in on the ground floor and shape a team that will have a meaningful impact on the top-line performance of the business.

WORK WITH A GREAT BRAND

Play a key role in developing the brand of America's most recognized replacement watch band company in a true omnichannel role.

WHAT YOUR JOURNEY WILL LOOK LIKE



STAGE ONE

A video call with the CEO for an introductory chat, where you can highlight your experience, and tell your story. You will also find out more about the role, and the wider picture for the company.

STAGE TWO

An in person panel interview with the CEO, and CFO. You'll have an in depth discussion about your role, how it will integrate with the wider company, and iron out any final questions.

After this, if all goes well, you'll receive an offer.

ECOMMERCE DIRECTOR

Speidel seeks a Director of eCommerce, a true leader to bring expertise in building a successful DTC customer experience as well as an attractive brand in the digital space.

The Director of eCommerce will have full view into all elements of an omnichannel eCommerce business, first and foremost driving sales, maximizing ROI, and handling much of the merchandising. Further knowledge of SEO, Content, Digital Marketing, Shopify, and Google & Facebook ads are key as well. You will have ownership over much of the direction of the eCommerce business, with autonomy, independence and empowerment being key to the success of the individual in this position.

Sounds like the next step of your career?

REQUIRED EXPERIENCE

- 7+ years of eCommerce experience
- Experience in a Consumer Products brand (fashion, apparel, jewelry, accessories, footwear, etc.)
- Experience executing high-level growth and sales strategies at the ground level, driving sales end to end
- At least 3 years of Merchandising experience
- At least 1 year of experience with Shopify
- Expertise in Google & Facebook ads
- Experience within the timepiece, accessory or jewelry space is advantageous
- Experience to manage & build a small team of eCommerce professionals
- A proactive builder, with the drive, leadership, competitiveness, and attention to detail to build a market-leading brand
- Experience creating and managing marketing budgets
- Managing the people and processes associated with digital marketing

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