



Ecommerce Growth Manager
Remote, Full-time

Purpose:

Our purpose is to spread the Gospel from east to west to north to south, bringing the word of His Glory to the world and allowing the His Glory family to find community and grow in their faith.

Vision:

Our vision is to reach a billion people worldwide with the hope of the Gospel Message and the truth of Jesus Christ.

Mission Statement:

1. The Bible is the literal and infallible word of God.
2. My house shall be called a house of prayer. Prayer is the foundation of all ministry.
3. We are led by the Holy Spirit and the gifts of the spirit.
4. We have the Father's Heart for the lost, the poor, the elderly, the widow and the orphans.
5. We will be called the servants of the Most High God. We are here to serve Him in ministry.
6. In everything we do, we glorify our Lord. It is our love for Him that compels us.
7. Fivefold ministry according to Eph. 4:11 – The Apostles, the prophets, the evangelists and the pastors and teachers.

OVERVIEW

His Glory is seeking an experienced **Ecommerce Growth Manager** to own and scale our ecommerce revenue across our media-driven ecosystem. This role is responsible for turning **audience attention into sustainable product revenue** through strategic offers, funnels, launches, site optimization, and retention initiatives — all while honoring the trust of our faith-based community.

This is not a maintenance role.

This is a **growth and ownership role**.

The Ecommerce Growth Manager will oversee ecommerce strategy **end-to-end**, combining **high-level growth leadership** with **hands-on site and performance ownership**. This role works cross-functionally with production, marketing, email, creative, operations, and leadership to build a high-performing ecommerce engine aligned with His Glory's mission.

DAY-TO-DAY KEY RESPONSIBILITIES:

Revenue & Growth Ownership

- Own monthly and quarterly ecommerce revenue goals
- Maintain and monitor daily, weekly, and monthly ecommerce sales forecasts and performance toward targets

- Develop and execute ecommerce growth strategies to increase:
 - Conversion rate
 - Average order value (AOV)
 - Customer lifetime value (LTV)
 - Repeat purchase rate
- Build data-driven forecasts and performance reports for executive leadership
- Monitor product-level performance and margin considerations to support healthy, sustainable revenue growth

Offer, Funnel & Conversion Strategy

- Create and optimize:
 - Product pages
 - Bundles and kits
 - Limited-time offers
 - Launch campaigns
- Improve checkout experience, upsells, and cross-sells
- Continuously test and refine offers, messaging, and funnels based on performance data
- Execute plans and optimize in real time during launches and campaigns

Site Merchandising & On-Site Performance

- Own day-to-day site merchandising, including homepage updates, collections, featured products, and promotional placements
- Ensure product content, messaging, and creative are optimized for conversion and aligned with active campaigns
- Regularly audit the site experience to improve clarity, flow, UX, and overall customer journey
- Manage ecommerce site projects and innovation initiatives to keep the digital experience modern, clear, and conversion-focused
- Ensure product data, categorization, navigation, and filtering support a clear and intuitive shopping experience

Analytics & Conversion Optimization

- Analyze site performance, product data, and customer behavior to identify growth opportunities
- Make data-backed recommendations on product positioning, promotions, creative refreshes, and site updates
- Monitor performance metrics and adjust strategy quickly based on results

Media → Ecommerce Integration

- Collaborate closely with:
 - Hosts
 - Production team
 - Marketing and email team
- Develop show-specific and event-based offers
- Coordinate product placements, CTAs, and limited drops tied to:
 - Live broadcasts
 - Campaigns
 - Events
 - Special giving moments
- Ensure ecommerce messaging aligns seamlessly with on-air storytelling, campaigns, and audience trust

Email, SMS & Retention Strategy

- Oversee ecommerce email and SMS strategy, including:
 - Launch sequences
 - Abandoned cart flows
 - Post-purchase follow-ups
 - Re-engagement campaigns
- Partner closely with CRM and marketing leads to maintain and optimize:
 - Loyalty programs
 - Subscriptions
 - Retention initiatives
- Segment customers, donors, and hybrid supporters to maximize lifetime value while remaining mission-aligned

Product & Inventory Strategy

- Collaborate with leadership and operations to:
 - Evaluate product performance
 - Recommend product expansions, bundles, or sunsets
 - Align inventory planning with campaigns, launches, and events
- Ensure healthy inventory flow and avoid overstock or dead inventory

Product Line Development & Expansion

- Proactively identify opportunities for new product lines, bundles, or collections based on audience behavior, campaign performance, and market trends
- Collaborate with leadership to propose, validate, and launch new ecommerce product initiatives aligned with His Glory's mission
- Use data, competitor analysis and customer insights to inform product roadmap recommendations

Team, Process & Brief Ownership

- Create and maintain ecommerce briefs for:
 - Campaigns
 - Launches
 - Promotions
 - Site updates
- Work cross-functionally with marketing, creative, production, operations, and vendors to ensure alignment and execution
- Help define SOPs and scalable ecommerce processes
- Recommend tools, platforms, and systems that support growth and efficiency
- Stay informed on ecommerce, CRO, UX/UI, and industry tools and trends to continually improve performance
- Own and maintain the ecommerce experience roadmap, ensuring projects, optimizations, and launches stay aligned with revenue goals and timelines

Success Metrics

This role is measured by:

- Ecommerce revenue growth
- Conversion rate improvements
- AOV and LTV increases
- Launch and campaign performance

- Retention and repeat purchase metrics
- Site performance and customer experience improvements
- Operational clarity, forecasting accuracy, and execution excellence

Qualifications

4–8+ year’s experience in ecommerce growth, revenue strategy, or ecommerce management

Proven experience scaling ecommerce revenue (seven figures preferred)

Strong understanding of:

- Ecommerce funnels
- Offer creation
- Conversion optimization
- Site merchandising
- Email/SMS monetization

Experience working with:

- Media brands
- Influencers or content-driven audiences
- Mission-based or values-driven organizations

Strong analytical skills with a bias toward action

Comfortable operating both strategically and tactically

Able to thrive in a fast-moving, cross-functional environment

Alignment with faith-based values and respect for His Glory’s mission

What We Offer

- Competitive pay and performance-based bonuses.
- A collaborative, mission-driven team environment anchored in prayer and excellence.
- Opportunities for spiritual growth, mentorship, and professional development.
- Direct impact in helping advance the Billion Soul Harvest through media and ministry.
- Meaningful relationships with influential guests and Kingdom partners.

How to Apply

Please email your **resume**, **brief cover letter** (why this mission/role), and any **relevant work samples** to zion@hisglory.me with the subject line:

“Ecommerce Growth Manager – [Your Name]”