



E-commerce Manager M/F

Médecins Sans Frontières (MSF) is an international medical humanitarian association, created in 1971, which provides assistance to populations whose lives are threatened as a result of armed conflict, epidemics, natural disasters or lack of access to care. Today, MSF is present in more than 60 countries around the world.

To cover a new position, we are looking for a **E-commerce Manager**.

Mission

In close collaboration with the Head Pharmacist and under the supervision of the Head of Program, the E-commerce manager will ensure the set-up and the running of a not-for-profit online medicine sale platform.

1. Background

In many countries where MSF intervenes, particularly in Sub-Saharan Africa, there is a lack of availability of quality medicines at affordable prices. The shortages affect all categories of patients, and particularly the patients suffering from non-transmittable diseases such as cancer, cardiovascular or mental health diseases, as in the last decades, the non-communicable diseases have taken a larger share of the disease burden in the low and middle-income countries. The consequences are drop-outs from care, harmful delays, and high impacts on the household expenditures.

A theoretical feasibility study has been carried on and identified that **an online not-for-profit medicine sale platform** could improve the access to NCD medicines in some African countries and be a relevant tool for advocacy on the topic. The next phase is a real-life proof of concept pilot. The sale platform would be funded and managed by MSF and its services would be free-of-charge for the patients, while the medicines would be sold and shipped to them by third-party suppliers. The website will be built and maintained by a third-party agency.

2. Objectives

The E-commerce manager will be responsible for all the operational aspects of the online sale platform, including the quality and performance optimization. She/he will have a key role for the building of the website by interacting with the web agency selected for its development. Once the website is ready for run, she/he will manage the agency in charge of the platform and put in place a digital team expected to grow if the volumes of sales is growing.

Responsibilities:

- . Close management of the third-party web-agency in order to achieve the overall smooth and efficient development and functioning of the website.
- . Development of the marketing content of the website.
- . Development of the customer service scenarios and processes.

Once the platform is up and running:

- . Recruit, train and manage the team dedicated to the functioning of the website: 1 webmaster, 1 digital marketer and 1 customer relations officer, to be adjusted in case the volume of activities increases.
- . Help the third-party suppliers set up and manage logistics operations, to ensure that orders are prepared, delivered and/or returned if necessary (fulfillment-stock-supply / after-sales service ...).
- . Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting.
- . Develop and implement ecommerce strategies in order to improve website performance.
- . Work with developers to improve website speed.
- . Research market in order to discover new trends and technologies in order to improve website performance.
- . Analyse various data in order to deliver data driven strategies and to deliver top performance and achieve KPIs.
- . Develop content calendar and oversee website uploads and landing pages development.

Professional skills

Requirements

Minimum 5 years' experience in a similar role.

Knowledge of implementing digital project concepts such as SEO or social media.

Experience in developing and overseeing retail and eCommerce-focused digital strategies.

Excellent understanding of UX, UI and web design, customer flow and web analysis.

Knowledge of attribution modelling, website speed optimization, A/B testing, conversion management, sales journey optimization, traffic analysis and reporting tools.

Good knowledge of Adobe Suite.

Bachelor's degree in digital Sales or related field.

English and French fluency level B2 .

Desire to get involved in a meaningful project in the philanthropic sector.

Nice to have:

- Experience in managing digital activities in the field of health products and/or in connection with African markets.
- Experience in the philanthropic sector.

Specifics of the position

Status : CDD - full time 7 months renewable. Location : Paris MSF HQ. Possible to work on a distance 2 days per week.

Salary conditions: €49.7K gross per year based on 13 months.

Starting date: from September 2024.

Our wish is to promote inclusion and diversity. We also wish to improve the representation of people with disabilities in our workforce.

Type of Contract : Fixed-term contract

Salary (€) : 49,7K

Benefits

- 11€ Luncheon voucher, 60% care of MSF
- 100% Mutual health insurance
- 50% public transportation expenses
- 22 days RWD per year

Deadline for submitting applications : 18/07/2024