

BIJLAGE 1 Developing Successful E-commerce Teams

Specialistische e-commercerollen

Zie hieronder een beknopt overzicht van rollen in een e-commerce team:

Marketing

- Performance marketing: paid social-specialist, paid search-specialist, organic social specialist/communitymanager, organic search-specialist, digital marketingmanager
- CXO: customer journey-marketeer, CRO-specialist, categorymanager, contentmarketeer, visual designer, UX designer, web data-analist
- Web development: front-end developer, back-end developer, architect (data/tech), product owner, tester

Operations

- Product: inventory manager, buyer, merchandise planner, product(data)manager
- Logistics: operations manager, planner
- Service: klantenservicemedewerker, klantenservicemanager
- Management: businessanalist, e-commercemanager, projectmanager, product owner/channel manager
- Financiële administratie