



E-COMMERCE SALES MANAGER

JOB DESCRIPTION: The E-Commerce Sales Manager will lead the growth and performance of IPS Direct, our e-commerce platform for used and overstock production equipment. This role is responsible for overseeing the website, driving digital sales, and optimizing customer engagement across all platforms. Working closely with the asset team, marketing, and sales, this individual will manage product listings, sales campaigns, and strategic vendor relationships. This is a high-ownership role with a clear sales target of \$2M annually and the opportunity to build a leading destination in the AVL resale market.

This person will also work directly with the CEO and CTO to align on key product pushes, flash sales, strategic pricing, and inventory priorities. Regular meetings will focus on what equipment needs to move, what new listings are needed, and what content should be included in email campaigns.

TOP ROLES: E-Commerce Strategy | Digital Sales & Optimization | Inventory Promotion

JOB DUTIES:

- Manage and optimize the IPS Direct e-commerce website, ensuring product listings are accurate, well-written, and visually engaging.
- Own sales performance across the platform, targeting \$2M annual used equipment sales.
- Collaborate with the Asset Team to identify key inventory, coordinate listings, and manage product turnover.
- Lead the strategy and execution of weekly promotional campaigns—including product launches, clearance pushes, and feature highlights.
- Maintain regular communication with CTO to feature overstock, demo, and B-stock equipment on IPS Direct.
- Coordinate with the marketing team on equipment-driven email blasts and landing pages designed to drive sales conversions.
- Collaborate with the CEO and CTO to align e-commerce priorities with company goals, including identifying high-priority equipment to move, planning flash sales, and guiding content for outbound campaigns.
- Implement SEO best practices to increase organic visibility and optimize product discoverability.
- Analyze platform performance with the Director of Content using Google Analytics and other tools, refining strategy based on KPIs like conversion rate and cart abandonment.
- Partner with the marketing team to align e-commerce messaging with digital strategy.



- Work with marketing to enhance user experience and streamline the buyer journey.
- Oversee content accuracy and tone to ensure it reflects the IPS brand while appealing to B2B and industry buyers.
- Track competitive pricing trends and evaluate opportunities for bundling, promotions, or flash sales.
- Contribute to broader IPS initiatives and special projects tied to equipment resale and client outreach.

TRAVEL:

- Occasional travel to IPS HQ in Franklin, TN for company events, team alignment, or on-site strategy meetings.

QUALIFICATIONS:

- 5+ years of experience in e-commerce, online equipment resale, or digital product sales.
- Experience managing a high-volume B2B or niche retail e-commerce website.
- Strong understanding of SEO, Google Analytics, and conversion optimization strategies.
- Proven ability to lead sales campaigns and drive revenue through digital channels.
- Familiarity with demo equipment sales, overstock promotions, and used equipment lifecycle management.
- Experience working with inventory teams to align product strategy with market needs.
- Proficient in CMS and e-commerce platforms (Shopify)
- Collaborative mindset with the ability to work across teams and departments.
- Comfortable communicating with and serving House of Worship clientele, with an understanding of their unique needs, budgets, and values.
- Comfortable in a fast-paced, high-growth environment that values initiative and innovation.
- Experience in the AVL, live event, or entertainment production industries is a major plus.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee might be required to stand; walk; sit; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear; and occasionally lift and/or move up to 25 pounds.



Status: Full Time – Exempt
Company benefits: Yes
Working Days: M-F
Hours Per Day: Approx. 8-9
Travel Required: Occasional
Reports to: CEO