

ISS is seeking an **Ecommerce & Conversion Strategist** to help drive performance across ISS's growing digital storefront and ecommerce experience. This role is about **performance, conversion, and customer behavior — not simply maintaining a storefront.**

You will help optimize how users discover, evaluate, and purchase ISS products and services by improving product presentation, customer journeys, offer performance, and conversion outcomes. You should also be comfortable using AI-enabled tools thoughtfully to improve merchandising decisions, customer insights, experimentation, content adaptation, and ecommerce performance.

This role blends ecommerce, digital merchandising, analytics, conversion optimization, and experimentation. You will work closely with marketing, lifecycle, and digital teams to improve revenue performance and customer experience.

At ISS, this is a **highly hands-on role**. We are a lean team, and you will be executing the work as well as leading it.

We recognize that diverse teams make the strongest teams, and we encourage people from all backgrounds to apply. We are experiencing a catalytic moment in history and ISS has committed to addressing systemic prejudices and biases in ourselves, in schools, and in organizations around the world.

ISS believes in dignity of all, the benefit of cross-cultural perspectives, and the power of diverse, inclusive, equitable and just communities. You can read more about our commitments here: <https://www.iss.edu/who-we-are/deij-commitment>

ISS offers a comprehensive benefits package, including generous paid time off, an employer contribution to a 403(b)-retirement plan, and comprehensive health insurance.

The anticipated salary range for this position is \$55,000 to \$65,000 annually. Final compensation will be determined based on the selected candidate's qualifications, experience, skills, and other relevant factors.

Location/Hours

This is a full-time, fully remote, direct-hire position (not contract or freelance). Must have stable internet and reside within ±6 hours of Eastern Standard Time (EST). Availability during core collaboration hours (9:00 AM – 2:00 PM EST) is required. Occasional evening, weekend or holiday hours due to system issues or specific implementation time requirements.

What You'll Do

Ecommerce Performance & Optimization

- Manage and optimize the performance of ISS's ecommerce storefront and digital product experiences.
- Improve customer pathways from product discovery through checkout.
- Monitor funnel performance and identify drop-off points, friction areas, and conversion opportunities.
- Analyze product, cart, and checkout performance to improve results.

Conversion Optimization

- Recommend and implement improvements to product pages, offer presentation, pricing visibility, bundles, promotions, and purchase flows.
- Conduct A/B testing and experimentation to improve conversion performance.
- Optimize merchandising strategies to improve engagement and purchasing behavior.
- Partner with digital teams to improve landing page effectiveness.

Analytics & Insights

- Monitor ecommerce metrics including conversion, abandonment, engagement, traffic quality, and revenue performance.
- Analyze source mix and customer behavior to better understand what drives conversion.
- Develop actionable reporting and recommendations for improvement.
- Help establish performance benchmarks and testing priorities.

Cross-Functional Collaboration

- Partner closely with lifecycle marketing to improve post-purchase onboarding and retention.
- Collaborate with acquisition and campaign teams to improve funnel performance and offer effectiveness.
- Work alongside web and design teammates to implement improvements.
- Maintain working familiarity with Shopify and related tools to support execution when needed.

What Success Looks Like

- Improved ecommerce conversion rates.
- Increased revenue performance across digital products and services.
- Reduced checkout friction and abandonment.
- Stronger performance visibility and testing discipline.
- Better customer journeys from awareness to purchase.

What You Bring

- 3–5+ years of experience in ecommerce, conversion optimization, digital merchandising, digital marketing, or growth marketing.
- Experience working in **Shopify** or similar ecommerce environments.
- Strong analytical mindset with experience using performance metrics to guide decisions.

- Comfort interpreting customer behavior and identifying opportunities for improvement.
- Experience with testing, experimentation, and optimization.

Helpful Experience

- Experience with subscriptions, online learning, memberships, or digital products.
- Familiarity with GA4, ecommerce analytics, heatmaps, or funnel reporting.
- Experience collaborating with designers and web developers.
- Basic understanding of landing page optimization and digital customer journeys.

Working Style

This role is ideal for someone who enjoys figuring out what drives customer behavior and improving performance through testing, optimization, and experimentation.

You should be comfortable working independently, collaborating across a small team, and moving quickly between analysis and execution.

Explore responsible uses of AI to support product recommendations, merchandising insights, experimentation, customer understanding, and workflow efficiency.

Use data, testing, and AI-assisted insights where appropriate to improve product presentation, offer effectiveness, and conversion performance.

Leverage analytics and emerging tools, including AI-supported insights where appropriate, to identify patterns and opportunities to improve ecommerce performance.

Additional Helpful Experience

Familiarity with AI-enabled tools for merchandising, testing, content optimization, customer insights, or ecommerce workflow efficiency.

To apply, please submit your resume and cover letter to MarketingHire@iss.edu

Only shortlisted candidates will be contacted.