# Ecommerce ICP Checklist

This guide helps you define your Ideal Candidate Profile (ICP) before posting a job. An ICP aligns your team on who you need and why they will thrive. It covers three layers: Technical, Behavioural, and Motivational.

Use this framework to improve clarity, speed, and candidate experience.

Below is a summary of the three layers and their purpose:

|  |  |
| --- | --- |
| Assessment | Purpose |
| Technical | Non-negotiable skills and tools required for success in the role. |
| Behavioural | Traits and behaviours that indicate how the candidate works and collaborates. |
| Motivational | Drivers and values that show why the candidate will thrive in your environment. |

# Use this checklist to align stakeholders on the Ideal Candidate Profile before any job ad or outreach. Tailor for ecommerce roles across performance, CRM, merchandising, analytics and ecommerce leadership.

**1. Role Context**

* Business model and stage: D2C, marketplace, wholesale. Launch, scale-up, or mature.
* Commercial goals for this hire: revenue, AOV, LTV, MER, contribution margin, return rate.
* Team context: current org chart, hiring manager capacity, cross-functional partners.

**2. Outcomes to Own**

* Define 3 to 5 measurable outcomes for the first 6 to 12 months.

**3. Technical Skills (tick the non-negotiables)**

* Platform: Shopify, BigCommerce, custom, OMS, WMS.
* Data: GA4 or first-party analytics, cohort analysis, attribution.
* Channels: CRM and lifecycle, paid social, paid search, SEO, affiliate, merchandising, onsite optimisation.
* Tooling: ESP and CDP, feed management, experimentation.

**4. Behavioral Traits**

* Commercial thinking, prioritisation, bias for action.
* Cross-functional collaboration with creative, ops, product, finance.
* Hypothesis driven, tests small before scaling.
* Clear written and verbal communication.

**5. Motivations and Values**

* What type of problems energise them: acquisition scaling, retention building, or margin improvement.
* Stage fit: loves ambiguity of build stage or prefers optimisation at scale.
* Leadership appetite: individual contributor, player-coach, or team lead

# Create Your Ideal Candidate Profile

Fill in the details for your role below. Include measurable outcomes, trade-offs, and motivators.

We’ve provided some examples to get you started.

|  |  |  |
| --- | --- | --- |
| Category | *Context* | Your Notes |
| Business Outcomes in the first 6 months: | *Increase AOV by 10% within 3 months* |  |
| *Lift PDP conversion by 0.5 percentage points on top 20 SKU* |  |
| *Improve 90‑day repeat purchase rate by 3 points* |  |
| Business Outcomes in the first 12 months: | *Reach 35% repeat purchase rate in core category* |  |
| *Reduce CAC by 15% via creative testing and landing pages* |  |
| Technical Layer (skills, tools) | *CMS experience i.e Shopify, Magento, Adobe Commerce etc..* |  |
| *GA4 (and other analytics tools)* |  |
| *CRO Tools: Optimizely, Hotjar, Crazy Egg etc…*  |  |
| Behavioral Layer (traits, collaboration) | *Test‑and‑learn mindset* |  |
| *Collaborate with B&M, creative, ops, product and finance* |  |
| Motivational Layer (drivers, values) | *Energised by retention and LTV, not just new customer growth* |  |
| *Values brand storytelling* |  |
| *Enjoys hands‑on experiments (a/b or multi-variate)* |  |
| Trade-offs and Dealbreakers | *Marketplace and wholesale experience vs pure D2C* |  |
| *Agency background acceptable only with in‑house ownership examples* |  |
| *Day in the office* |  |

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