

Fractional E-commerce Operations Manager

ZOFAD Activewear | UAE / Remote | Part-Time Freelance | Initial 3-Month Engagement

About ZOFAD

ZOFAD is a UAE-based premium activewear start-up preparing for the launch of its first collection. The brand combines performance, elevated design, coverage and comfort with considered material choices and responsible business practices.

As we prepare for launch, we are looking for a **hands-on Fractional E-commerce Operations Manager** to work directly with the founder and ensure that the day-to-day e-commerce business runs smoothly.

Expected start date: Mid-September 2026

Important: This is NOT a Shopify website development or web design role.

Our Shopify website is already being developed and managed by a dedicated team.

We are looking for someone who can **operate and oversee the e-commerce business once the infrastructure is in place** — understanding what is happening across sales, inventory, orders, fulfilment, customer service, returns and digital advertising; resolving issues; coordinating our different service providers; and giving the founder clear, practical recommendations on what needs to happen next.

The Role

Think of yourself as the person helping to **keep the ZOFAD e-commerce engine running**.

You will work a few hours each week to understand how the business is performing, identify problems before they become bigger issues, coordinate their resolution and provide the founder with a clear picture of:

- What is selling and what isn't.
- What inventory we have and when we may need to reorder.
- Whether orders are being fulfilled and delivered correctly.
- What customer enquiries, returns or exchanges require attention.
- How our advertising is performing.
- What operational or commercial issues need to be addressed.
- What is working, what isn't, and what we should do next.

We are looking for someone who combines **operational discipline, commercial e-commerce judgement and a strong customer-service mindset**.

Key Responsibilities

1. Sales & E-commerce Monitoring

Monitor the overall health of ZOFAD's online business, including:

- Sales and order volumes.
- Average order value and basic conversion performance.
- Best- and slow-selling products, colours and sizes.
- Customer purchasing patterns.
- Basic website and e-commerce performance.
- Issues affecting conversion or the customer journey.

You will not be expected to develop the website yourself. Instead, you should be able to **identify issues and coordinate with our Shopify/development team when something needs to be fixed or improved.**

2. Inventory Management & Reordering

Provide the founder with a clear and accurate understanding of inventory by:

- Monitoring inventory by product, colour, size and SKU.
- Identifying fast- and slow-moving inventory.
- Flagging low-stock situations and potential stockouts.
- Monitoring discrepancies between Shopify and 3PL inventory.
- Investigating and helping resolve stock discrepancies.
- Tracking stock movements, returns and exchanges.
- Monitoring stock coverage and sales velocity.
- Advising the founder when products are approaching reorder thresholds.
- Supporting basic sales and inventory forecasting to inform future purchase orders.

We want someone who can **translate inventory data into practical recommendations**, rather than simply report numbers.

3. 3PL, Fulfilment & Delivery Oversight

Act as ZOFAD's day-to-day operational contact with our UAE-based 3PL and other relevant service providers.

Responsibilities will include:

- Monitoring whether orders are being fulfilled on time.
- Following up on delayed or failed deliveries.
- Investigating missing, incorrect or problematic orders.
- Coordinating solutions with the 3PL and courier providers.
- Monitoring fulfilment and shipping performance.
- Ensuring operational problems are resolved rather than simply reported.
- Escalating significant issues to the founder when necessary.

4. Customer Service, Returns & Exchanges

As an early-stage brand, we are looking for someone comfortable being **hands-on with customer communication and service**.

This will include:

- Monitoring and responding to customer enquiries through **WhatsApp, email and social media channels**.
- Answering questions related to products, sizing, fit, availability, orders, shipping, deliveries, returns and exchanges.
- Providing timely, professional and brand-appropriate responses.
- Following up with the 3PL, courier or other service providers when required to resolve customer issues.
- Managing the operational aspects of returns and exchanges.
- Ensuring inventory is correctly updated following returns and exchanges.
- Identifying recurring customer questions, feedback or complaints and recommending improvements.
- Helping improve FAQs, website information and customer-service processes based on actual customer enquiries.
- Escalating sensitive or unusual customer situations to the founder when appropriate.
- Helping establish simple customer-service templates and response guidelines as the business grows.

The objective is not simply to answer messages, but to **take ownership of resolving the underlying customer issue whenever possible**.

5. Digital Advertising Oversight

We are looking for someone with enough digital e-commerce experience to help the founder understand whether advertising is working and where budget should be allocated.

This may include:

- Monitoring **Meta and TikTok advertising** performance.
- Reviewing advertising spend and key performance indicators.
- Advising on whether budgets should be increased, reduced or reallocated.
- Identifying which products, audiences or campaigns appear to be performing best.
- Providing practical recommendations on what should be promoted.
- Flagging inefficient spending or deteriorating performance.
- Coordinating with content/creative resources where new advertising assets are required.

Hands-on experience setting up or managing Meta and/or TikTok campaigns would be a strong advantage, particularly during ZOFAD's initial launch.

However, **this is not primarily a performance marketing role**. We are looking for someone who understands advertising as part of the overall commercial performance of an e-commerce business.

6. Weekly Founder Reporting & Recommendations

One of the most important responsibilities will be providing the founder with a **simple, actionable weekly overview of the business**.

This should cover:

Sales

- Revenue and orders.
- Average order value.
- Best- and slowest-selling products and SKUs.
- Significant sales trends.

Inventory

- Current stock position.
- Fast-moving SKUs.
- Low-stock and stockout risks.
- Estimated stock coverage.
- Recommended reorder actions.

Operations

- Outstanding fulfilment issues.
- Failed or delayed deliveries.
- Returns and exchanges.
- Inventory discrepancies.
- Issues with the 3PL, couriers or other providers.

Customers

- Volume and type of customer enquiries.
- Outstanding customer issues.
- Common sizing, product or delivery questions.
- Returns/exchange trends.
- Recurring feedback that may require action.

Marketing

- Advertising spend.
- Key performance indicators.
- Best-performing campaigns and products.
- Recommended changes to advertising spend or campaigns.

Actions & Decisions

- What happened?

- What has already been resolved?
- What action do you recommend next?
- What, if anything, requires a decision from the founder?

The objective is for the founder to be able to quickly understand **how the business is performing, what needs attention and what decisions need to be made.**

What We're Looking For

We are looking for someone with **hands-on experience operating a DTC/e-commerce business**, rather than someone whose primary experience is designing or developing e-commerce websites.

You should ideally have experience with several of the following:

- Day-to-day e-commerce operations.
- Shopify administration and reporting.
- Inventory management and basic forecasting.
- 3PL and fulfilment providers.
- Order management.
- Customer service.
- Returns and exchanges.
- Courier and delivery issue resolution.
- E-commerce analytics and reporting.
- Meta and/or TikTok advertising.
- Commercial analysis and recommendations.
- WhatsApp Business and social media customer enquiries.

Experience with **fashion, activewear, apparel, beauty or another DTC consumer brand** would be particularly valuable.

Experience with **UAE/GCC e-commerce, UAE 3PL providers and GCC/international shipping** is a strong advantage.

Languages

Fluent English is required.

Arabic fluency is a strong advantage, given ZOFAD's UAE and GCC customer base and the importance of communicating naturally with Arabic-speaking customers, particularly through WhatsApp and social media.

The Profile We're Looking For

You are someone who:

- Takes ownership rather than simply reporting problems.
- Is highly organised and detail-oriented.

- Can work independently with limited supervision.
- Is comfortable working directly with a founder.
- Proactively follows up with external providers when something needs to be resolved.
- Understands both the operational and commercial sides of e-commerce.
- Can interpret data and explain what it means in straightforward terms.
- Makes practical recommendations rather than producing lengthy reports.
- Is comfortable communicating directly with customers.
- Understands the realities and budget constraints of an early-stage start-up.
- Is resourceful and comfortable building simple processes from the ground up.

We value **resourcefulness, accountability and sound judgement over complicated corporate processes.**

Engagement

Type: Freelance / Fractional / Part-time

Expected start: Mid-September 2026

Initial engagement: 3 months, covering final pre-launch preparation, launch and early post-launch operations.

Expected commitment: Approximately **5–8 hours per week**, with some flexibility to increase around launch or particularly busy periods.

Location: Remote. UAE-based candidates or candidates with strong UAE/GCC e-commerce experience are preferred.

Long-Term Potential

While this is initially a three-month engagement, **our preference is to find someone who can stay with ZOFAD longer term.**

If the collaboration works well, the role could continue as an ongoing fractional e-commerce operations position, with responsibilities and hours evolving as the business grows.

When Applying

Please provide:

1. A short introduction and your current location/time zone.
2. Examples of e-commerce or DTC businesses whose **day-to-day operations** you have personally managed.
3. Your experience with inventory, fulfilment and 3PL providers.
4. Your experience resolving order, delivery, return or inventory issues.
5. Your experience using Shopify from an **operations rather than website-development perspective.**

6. Your experience with customer service through email, WhatsApp and/or social media.
7. Your experience with Meta and/or TikTok advertising and performance reporting.
8. Any experience with UAE/GCC e-commerce.
9. Languages spoken, including your level of Arabic if applicable.
10. Your availability from mid-September 2026.
11. Your proposed hourly rate and/or monthly retainer for approximately 5–8 hours per week.

Please also answer this short scenario:

You notice that one of our best-selling products is selling significantly faster than expected, Shopify inventory does not match the 3PL inventory, three customer orders are delayed, and Meta advertising spend has increased significantly over the previous week. What would you check first, what would you resolve yourself, and what recommendations would you give the founder?

Please start your application with **“ZOFAD Operations”** so we know you have read the full brief.

Why ZOFAD?

This is an opportunity to work directly with the founder during the launch of a new UAE premium activewear brand and help establish how the business operates from the beginning.

We are not looking for someone simply to complete a list of tasks. We are looking for a reliable **e-commerce operations partner who can understand what is happening across the business, solve problems, communicate effectively with customers and service providers, and help the founder make better commercial and operational decisions.**