

Visual Organisational Chart – Growth Stage Online Green E-Commerce (8-12 People)

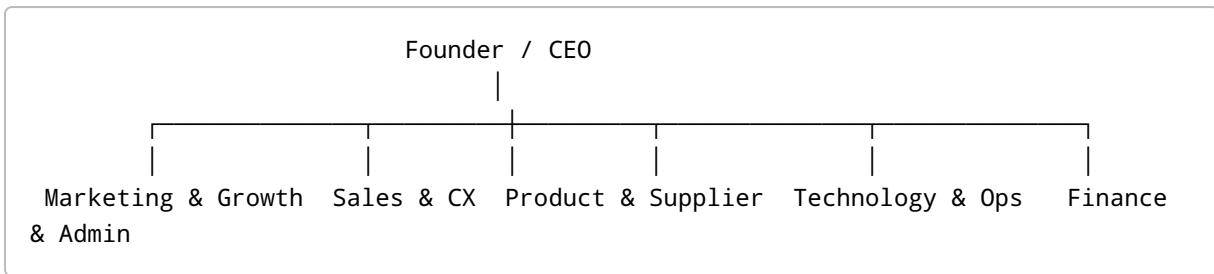
Purpose: Support rising sales, product range expansion, and customer volume.

Leadership

Founder / CEO

Vision • Key Partnerships • Culture • High-level Strategy

Functional Structure



Marketing & Growth (3-4)

Marketing Manager (Lead) - Performance Marketing (SEO / PPC) - Social Media & Email - Website Copy & Content

Sales & Customer Experience (2-3)

Sales / CX Lead - Customer Support Representatives - Promotions & conversion optimisation

Product & Supplier Management (2-3)

Product & Supplier Lead - Product Research & Validation - Supplier Management - Sustainability / Compliance (part-time)

Content & Media (Combined within Marketing)

- Blog writing
 - Product content
 - Basic video & visual assets
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Technology & Operations (2)

IT & Ops Manager - Website infrastructure - Issue resolution - Integrations & security

Finance & Administration (1)

Finance & Admin Coordinator - Bookkeeping - Payroll support - Contracts & compliance

Headcount Summary

Function	People
Leadership	1
Marketing & Growth	3-4
Sales & CX	2-3
Product & Supplier	2-3
Technology & Ops	2
Finance & Admin	1
Total	8-12

Notes

- Content remains embedded within marketing at this stage.
- Sustainability oversight often part-time or external.
- Founder steps out of day-to-day execution.