

<https://www.accountancycapital.co.uk/job/financial-controller-e-commerce-london/>

Financial Controller – E-Commerce – London

Description

The company is a **fast-growing e-commerce business** based in London, with approximately **£50 million in annual turnover**. It has been scaling rapidly and continues an impressive expansion phase

This growth-focused organization prides itself on innovation and a dynamic culture that genuinely **cares about its employees**, where career progression is actively encouraged

Joining this team at the current scale-up stage means being part of an exciting journey in a modern, ambitious environment poised for further success.

We are seeking an **experienced Financial Controller** to lead the finance function and act as a key advisor to the senior leadership team. In this high-impact role, you will report directly to the CFO (or CEO), overseeing day-to-day financial operations and ensuring strong financial governance across the business

You will provide strategic financial insights to influence business decisions and support the company's growth plans

The ideal candidate is an **ambitious, hands-on finance professional** who can drive process improvements, build a robust finance team, and partner effectively with commercial departments to propel the business forward.

Responsibilities

- **Financial Reporting & Control** – Oversee the preparation of timely, accurate financial statements (monthly management accounts and annual reports), maintaining robust controls to ensure compliance and integrity.
- **Budgeting & Forecasting** – Lead the annual budgeting process and rolling forecasts providing analysis and insights that support strategic planning and growth objectives.
- **Cash Flow Management** – Manage cash flow and working capital, including monitoring cash balances and forecasts to ensure sufficient liquidity for operations and expansion.
- **Systems & Process Improvement** – Drive continuous improvement of financial systems and processes and spearhead the implementation of new tools or software to increase efficiency and scalability.
- **Team Leadership** – Manage and mentor the finance team, fostering a high-performance culture and developing team members' skills. (Initially leading a small team of ~3 finance professionals)
- **Business Partnering** – Partner with cross-functional teams (e.g. sales, marketing, operations) as a trusted finance advisor Provide meaningful financial analysis and reports to non-financial managers, supporting data-driven decision making and commercial strategy

Hiring organization

Accountancy Capital

Employment Type

Full-time

Beginning of employment

1st May 2025

Duration of employment

Perm

Industry

Technology

Job Location

London

Working Hours

9-5

Base Salary

£ 90,000 - £ 100,000

Date posted

March 23, 2025

Valid through

30.04.2025

- **Compliance & Audit** – Ensure compliance with accounting standards and financial regulations, and liaise with external auditors during audits to facilitate smooth statutory reporting and governance.

Qualifications

- **Qualifications:** Fully qualified accountant (ACA preferred; ACCA or CIMA also considered) with significant post-qualification experience. A strong technical accounting foundation (knowledge of UK GAAP/IFRS) is expected.
- **Experience:** Proven track record in a **senior finance role** (e.g. Financial Controller or Finance Manager) within an **SME, scale-up, or fast-paced environment** of similar size (~£50m turnover)

Experience in **e-commerce, retail, or consumer-driven sectors** is highly desirable

- **Leadership Skills:** Demonstrated ability to **lead and develop a finance team**, with prior people management experience. A hands-on leader who can delegate effectively and uplift team performance.
- **Systems & Analytical Skills:** Strong proficiency in financial systems and advanced Excel skills. Experience with financial ERP/accounting software and **leading system improvements or implementations** is a plus. Able to analyze data and derive actionable insights.
- **Communication & Business Partnering:** Excellent communication and interpersonal skills. Confident collaborating with and influencing non-financial stakeholders across the business. Able to explain financial information clearly and build trusting relationships with other departments.
- **Drive & Adaptability:** Proactive, results-oriented mindset with the ability to thrive in an entrepreneurial, evolving environment. Comfortable taking ownership of projects and driving change in a growing company.

Job Benefits

- **Competitive Compensation:** A competitive salary (plus benefits package) commensurate with your experience and expertise.
- **Hybrid Working:** London-based role with a flexible hybrid working arrangement (mix of in-office and remote), supporting work-life balance while keeping you connected to the team.
- **High Impact & Growth Opportunity:** The chance to make a significant impact in a high-growth company, **shaping the finance function** and contributing directly to strategic decisions. You'll work closely with the executive team, gaining exposure to **C-level leadership** and influencing the direction of the business.
- **Career Development:** Join a company that values development and **promotes from within**, offering clear pathways for career progression. As the business grows, you'll have opportunities to grow with it, potentially into CFO-track roles.

- **Dynamic Culture:** Be part of a modern, collaborative, and ambitious culture. The team is passionate about what they do, embraces innovation, and celebrates successes. You'll find a supportive environment that encourages new ideas and continuous improvement.

This Financial Controller position is a **pivotal role** in the company's journey, ideal for a top-tier finance professional looking to **lead a function and drive real business impact**. If you are excited by the prospect of steering the financial strategy in a thriving e-commerce scale-up, we encourage you to apply and become a key player in our growth story.

Contacts

Accountancy Capital are leaders in London Financial Controller Recruitment.