



Job Specification

Title: E-Commerce Administrator – B2C Sales

Job Rate: £18,000 pro rata (£8.65p/h)

Role outline:

To carry out marketing and communication activities for retail products to ensure that they perform to their full potential

Reporting to:

Retail Manager

Job description:

To assist with the paid marketing of Fireplace World		
Area of focus	Duties and responsibilities	Measures
Ad Words & Bing Ads	To monitor and make improvements to adverts, keywords, negative keywords and bids on a daily basis	Conversion rate plus ad word measures
Analytics	Weekly scouring of information to lead suggestions	Traffic measurements and conversion rate

To monitor competitor pricing to enable us to actively target growth		
Area of focus	Duties and responsibilities	Measures
Pricing	<ul style="list-style-type: none"> To complete the gas fire comparison on a weekly basis To complete the Dimplex price comparison on a weekly basis To complete the “competitor products” price comparison on a weekly basis, and to actively add to the list of products 	Relevant pricing sheets updated weekly

To assist with the creation of marketing campaigns and strategies		
Area of focus	Duties and responsibilities	Measures
Marketing Campaigns	To assist with the idea creation and planning of marketing campaigns	KPI’s pertaining to our content plan and output
Social Media	To actively respond to global occasions such as the weather/national days etc. on social media	Social following and engagement
Website Content	To actively suggest ideas for homepage banners, and website content in general so that they can be fed to the graphic department	KPI’s pertaining to website content
Local Marketing Campaigns	To create marketing ideas for the showroom	Ideas generated
Video Marketing	To assist with the creation of video marketing ideas.	Ideas generated
Corby Content	To develop content to support Corby at Home	Ideas generated

	and Trouserpress.co.uk	
Promotions	To actively suggest ideas for promotions on Fireplace World, and Corby at Home	Ideas generated

To assist the growth of our retail offering		
Area of focus	Duties and responsibilities	Measures
Management of Trading Platforms	To maintain our Amazon accounts in the US and EU, ensuring orders are handled correctly and efficiently	Amazon KPI's and increased sales
	To maintain our Rakuten account	Rakuten KPI's and increased sales
Customer Reviews	To authorise reviews left via Unify so they show online	Up to date reviews
Package maintenance	To assist with creation and maintenance of our packages, ensuring information is correct and accurate	Accuracy of packages online
Customer Support	Authorising refunds	To ensure all retail refunds rare authorised each week

Specific skills and experience required (pre-employment):

- A competent user of computers, including Microsoft Office and general business operating systems
- Experience in communicating with customers within a business environment
- A proven ability to speak confidently to customers over the phone and face to face
- A proven ability to work well within a team environment
- The ability to work in a reactive role and respond quickly and effectively to problems
- A good level of literacy in order to communicate well with customers and colleagues in writing
- The ability to process numerical information in relation to sales and refunds
- The ability to think creatively and express ideas
- An attention to detail, and ability to solve problems

Specific skills and experience desirable (pre-employment):

- Previous experience with Google Ad Words and Google Analytics
- Previous experience with Bing Ads
- Proficiency in a European language (not essential)
- Previous experience of trading platforms such as Amazon, Rakuten and eBay
- Previous experience with creating marketing campaigns
- Previous experience with managing social media accounts for business