

Roles and Responsibilities

Job Role: E-commerce Manager

Core Role:

To be primarily responsible for overseeing and managing the ecommerce department of a company with a growing online presence in the horticultural sector. Since its launch in 2020, our online shop has seen a significant increase in the number of orders being placed through our site and the awareness of us as a horticultural expert. You will handle decision making for the website, digital and online marketing. You will also be responsible for research and development of online marketing strategies and recruiting and training the rest of the online team with the core aim of increasing footfall and spend within the online store.

Attitude:

To have a can-do attitude and to work effectively both as a team member and also as the department manager. To be happy to support and train team members to be more effective and efficient in the work that they do. To think outside the box in both solutions, efficiencies, cost effectiveness of solutions. To work with other senior managers and directors within the business, ensuring effective communication is delivered to offer solutions for the future.

Skills required:

- Excellent customer service skills
- Background in Ecommerce and knowledge of logistics
- Interest in analysing the ROI of marketing campaigns
- Working knowledge of Wordpress
- Good knowledge of Microsoft office, social media channels (including analytics)
- Experience in Facebook/Ebay/Amazon shopping channels, Google product listings

Core Responsibilities:

People & Customer Service

- To recruit, support and train team members to be as effective as possible in the work that they do
- To write and maintain all Ecommerce training guides
- To manage and support with daily work load of the ecommerce team and ensure support that other departments require is provided when required
- To ensure all incoming calls including order processing and emails for Ecommerce are responded to on the same working day
- To manage all the product listings on line, through the use of correct images, descriptions, stock levels and pricing

Website Design & Maintenance

- To ensure all new plants/retail stock is added to the website, maintaining images, descriptions and correct pricing in a timely manner
- Responsible for the format and design of the online shop in order to maximise clarity and ease of navigation for the customers
- To liaise with the web designers to alter and develop the website as required

- To work effectively with all third party suppliers in a pro active and mutually beneficial way ensuring time frames, budgets and required outcomes are achieved and building on long term relationships

Research & Development

- To keep abreast of new developments in the e-marketing world
- To research Coolings core demographics and how to best reach them, in order to maximise search engine traffic and the effect of the company's targeted ad buys
- To maintain a strong relationship with our website developer and project manage developments with the online shop

Financial Planning & Budgeting

- To manage the departmental budget, planning e-marketing expenditure well in advance and develop a financial plan that will maximise departmental resources
- To deliver cost effective solutions in all areas of the ecommerce department

Project Development & Presentation

- To liaise directly with line manager to present plans for any new advances or initiatives to improve the company's online presence and e-sales.
- Look at long term business strategy
- Make sure our Ecommerce department is both legally, ethically and sustainably maintained looking to reduce our environmental impact where ever possible