

Job Title: Ecommerce Content Coordinator

Department/Group: e-Commerce

Reports into: e-Commerce Manager

Job Purpose:

To coordinate the product induction process from cradle to grave at individual brand and product level, ensuring products are effectively published and updated to an excellent standard according to the business operating procedures and the Sales Managers' requirements.

Key responsibilities

- Accurately document product induction requirements provided by the Sales Managers
- Update internal workflow and individual / team performance KPI documents on time
- Prioritise the product induction process to ensure products are accurately inducted on time into business systems according to operating procedures and timescales, which includes:
 - Create / update induction constraints as requested by managers
 - Create SEO friendly copy for brands, departments, product and description tags
 - Create products and product set SKUs
 - Create / assign product brand, titles, descriptions and attributes
 - Create / assign product departments and tags according business constraints
 - Assign product promotional and permanent pricing
 - Create / assign product supplier part numbers, barcodes, dimensions and weights
 - Assign product images and product sashes
 - Create / assign page titles
 - Create / assign meta description and meta keywords according the Marketing Managers' requirements
 - Assign product publication dates and publication statuses
- Ensure that products are eligible for engraving are published with the correct engraving template
- Research brand marketing materials to utilise appropriately
- Where applicable, source product images and book products in with photography

- Update website taxonomy and navigation facets on time in accordance with campaign activity
- Maintain product catalogue in accordance with business requirements
- Adhere to the Health and Safety at Work policy, taking responsibility for your own health and safety at work and that of others, who may be affected by your actions
- Any other duties that are reasonably asked of you by management

Skills and Experience/Person Specification:

- Excellent command of the English language, both written and verbal
- Proven, excellent copywriting skills with fantastic attention to detail
- Professional approach to maintaining supplier and internal relationships
- A strong interest in, and awareness of, current fashion trends
- Ability to work on own initiative and as part of a small team
- Ability to prioritise tasks and work well under pressure
- Proficient in Google Documents, Microsoft Office and ideally knowledge of Sage
- Confident and enthusiastic individual