

Job Title: Ecommerce Content & Merchandising Coordinator
Department/Group: E-Commerce & Merchandising
Reports into: Head of Ecommerce
Responsible for: N/A

Job Purpose:

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

Key responsibilities:

- Accurately document product induction requirements provided by the Sales Managers and Marketing Campaign Co-Ordinator
- 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 to business constraints
 - Assign product promotional and permanent pricing
 - Create / assign product supplier part numbers, barcodes, dimensions and weights
 - Assign product sashes
 - Create / assign page titles
 - Create / assign meta description and meta keywords according the Marketing Manager's requirements
 - Assign product publication dates and publication statuses
- Create & assign correct engraving templates to all products eligible for engraving
- Where applicable, request all product images with the photography department
- Update website taxonomy and navigation facets on time in accordance with campaign activity
- Maintain product catalogue in accordance with business requirements

- Effectively and pro-actively co-ordinate the visual display of products on the website to optimise sales
- Take direction from the Brand Managers to help identify and resolve any issues
- Arrange products on the pages according to business requirements
- Manage the co-ordination of SEO descriptions for sales and campaigns
- Make sure that pages and products are optimised for Google
- Work closely with the Marketing Retention Co-Ordinator for email merchandising
- Work closely with the PPC Co-Ordinator for optimising Google Search
- Merchandise for campaign and product launches
- 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
- A flair for producing creative SEO copy to accurately describe our product offering
- 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 and Attract
- Confident and enthusiastic individual