

Job Title: Digital Merchandiser
Department/Location: Ecommerce / Exeter
Status: Permanent / Full Time
Reports to: Head of Ecommerce

Job Purpose:

This pivotal role within the ecommerce and Marketing team will help with the delivery of a global multi-channel marketing plan. Sitting at the heart of the ecommerce operation this individual will assist with onsite promotions, e-mail and aid in a variety on content creation and UX projects to help the Sparex web store continue to flourish.

Key Responsibilities:

- Help with the delivery of all onsite and digital channel promotional activity
- Help report on key marketing metrics to our local subsidiary teams
- Play an active role in supporting global sales teams with the creation of localised marketing and promotional content
- Play an active role in the content set up and configuration of new ecommerce stores as Sparex continue to grow their global footprint
- Support internal and international teams in the rollout of new functionality, platforms and features across our global network of stores

Main Tasks:

- Working alongside our product, marketing and studio teams to ensure all stores are carrying correct promotional content and messaging
- Help set up promotional content online and through designated channels e.g. e-mail
- Create and manage store promotional codes
- Help with the configuration and rollout of new country stores
- Provide relevant analytics reports to internal and global sales teams to help define and develop our global marketing efforts

Person Specification:

	Description	Essential (E) or Desirable (D)	How Identified*
Experience	Previous work experience working with an ecommerce platform in a high volume ecommerce role	E	A/I
Skills & Abilities	Excellent PC literacy (Microsoft Office) and a natural ability to use a variety of web tools and applications	E	A/I
	Excellent time management skills with the ability to work under pressure	E	A/I
	Articulate, with excellent written and verbal communication skills	E	A/I
	Experience of a leading ecommerce CMS tool (e.g. Magento)	E	A/I
	Service orientated and performance driven (Eager to help resolve issues)	D	A/I
Qualifications	Degree qualified or equivalent	D	A
Personal Qualities	Ability to build and maintain strong working relationships	E	I
	Ability to influence others and decisions	E	I
	Ability to work unsupervised and using own initiative	E	I

*Key: A = Application Form
I = Interview



Mandatory Duties:

- Work with due regard to the health and safety of both yourself and others.
- Commitment to Equal Opportunities.

This job description is a guide to the minimum requirements of the job. It is not intended to restrict activities which will contribute to the growth and profitability of Sparex Ltd.

I agree that this is an accurate description of my job at Sparex Ltd. I understand that I am employed to carry out the specific duties listed in this job description.

Signatures:

Employee Name:

Employee Signature:

Date: