**Job Title:**          Ecommerce Specialist (Magento)
**Department/Location:**  Ecommerce and Marketing / Exeter
**Status:**             Permanent / Full Time
**Reports to:**         UX & Development Lead/Head of Ecommerce

## Job Purpose:

This is a pivotal role within the Ecommerce and Marketing team with responsibility for the administration, maintenance and development of the Sparex Magento 2.3 Ecommerce platform.

Candidates must have a wide range of technical, digital & analytical skills, with the ability to troubleshoot data/website/functionality related issues and communicate these clearly to the IT and development teams.

## Key Responsibilities:

- Assist the UX and Development team by designing, testing and evaluating new website features & functionality
- Support internal and international teams with the rollout of new functionality, platforms and features across our global network of stores
- Investigate, troubleshoot and resolve data/website/functionality issues and liaise directly with customers, local market and internal teams (IT, Product and internal project teams)
- Help improve the overall user site experience and play an active part in optimising user journeys and maximising onsite conversion rates
- Help configure onsite, content, marketing campaigns and other promotional activity
- Use Google Analytics, ZOHO and other internal Sparex tools to help identify appropriate site developments and improve overall site engagement & conversion rates

## 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.

## Signatures:

Employee Name:

Employee Signature: ....................................................        Date: ..........................

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**Person Specification:**

|  | Description | Essential (E) or Desirable (D) | How Identified* |
|---|---|---|---|
| **Experience** | Previous work experience working with Magento in a high volume ecommerce role | E | A/I |
| **Skills & Abilities** | Ability to work independently and within a team environment | E | A/I |
|  | Excellent PC literacy (Microsoft Excel, Word, PowerPoint & Dreamweaver) | E | A/I |
|  | A natural ability to use a variety of web tools, applications and software (Pentaho, Google Analytics, ZOHO, Mailchimp, DotMailer, Adobe Creative Cloud Suite, Google Console and CMS platforms) | D | 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 |
|  | Wide range of digital skills and experience, including knowledge of HTML, CSS, SEO, UX design, SQL, PPC, Regex, Bizagi, AB testing, online marketing | D | A/I |
|  | Ability to think logically and troubleshoot data or website related issues from start to finish | E | 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 |