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| **Job Title:** Web & E-Commerce Executive**Reporting To: Head of Marketing****Purpose:** To execute a plan to grow the direct-to-consumer sales through our websites. Drive brand awareness and maintain brand consistency in line with relevant brand guidelines ensuring our websites meet the needs of our customers at every stage of their pet’s life. |
| **Key Responsibilities:*** Delivering an exceptional customer experience across Naturo & Norsh ecommerce websites and Brandy website.
* Drive traffic to the site through email marketing, PPC & SEO.
* Work with Magento 2.
* Work with the Head of Marketing to improve, develop and lead B2C marketplace strategy including P&L management.
* Monitoring key site metrics including GP, Conversion Rate, Bounce Rate, AOV, Exit Rates and overall website traffic and make recommendations and take action for improvement.
* Identify and execute user experience (UX) improvements with our third party provide.
* Drive awareness and uptake of subscriptions and the loyalty reward programme
* Work with colleagues across the business to ensure all online orders are fulfilled and outstanding service provided to consumers.
* Set up the right reports to communicate relevant performance insights, analysis, and information to the wider team including demand planning for online sales.
* Ensure channels are kept up to date with correct product, offers, and gift offers as well as updated product shots, banners, new in products/brands, regularly updated category pages.
* Monitor competitor product and pricing analysis - to ensure we are price competitive and market leaders in the industry.
* Work with the wider marketing team to identify new growth opportunities and ways in which to improve our brand reputation and presence & drive new customer acquisition at the lowest cost possible.
* Work hand in hand with the commercial and brand teams to decide on product and range to be offered on each site.
* Ensure that B2C ecommerce trading requirements are championed and communicated within the wider business.
* Ensure all e-commerce practices are in alignment with GDPR and PCI compliance.

**The successful candidate should fulfil the following criteria:*** 2 years’ experience in relevant B2C web focused role
* Understanding of eCommerce fulfilment
* Experience of managing third party suppliers
* Email marketing, PPC & SEO
* Confident in utilising new technologies
* Competent in MS Office Suite
* Educated to degree level in a related area
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| ***PERSON SPECIFICATION*** |
| **Job Title: Web & E-Commerce Executive**

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| *Criteria* | *Essential* | *Desirable* |
| Knowledge | * Relevant Degree
* Financially literate
 | * Working knowledge of Magento 2
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| Relevant Experience | * A minimum of 2 years’ experience in direct selling web focused role
 | * Working within FMCG
* Managing websites in multiple countries
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| Skills & Competencies | * Excellent analytical and problem-solving skills.
* Good interpersonal/ communication skills, both oral and written
* Competent in MS Office suite
 | * Demonstrated proactive approach to utilising new technologies
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| Circumstances | * Able to work as required on-site at Mackle Petfoods offices.
 | * Availability to travel
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