

## ROLE PROFILE

<b>Job Title</b>	Onsite Trading Coordinator MARK004-1	<b>Reports To</b>	Marketing Onsite Trading Manager	<b>Location</b>	Vicar Lane
<b>Date Updated:</b>	April 2021	<b>Department</b>	Marketing	<b>Grade</b>	M4

Purpose: To plan and execute the optimisation of the brand websites maximising customer conversion, orders and demand.

Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<ul style="list-style-type: none"> <li>Plan and execute brands optimal onsite trading performance e.g. <ul style="list-style-type: none"> <li>Home page, landing pages</li> <li>Taxonomy and filters</li> <li>Onsite merchandising, product curation, product attributions</li> <li>Personalisation</li> <li>Customer journey</li> <li>Cross sells and product recommendations</li> <li>Content management e.g. SEO, Blog, Help section</li> <li>Onsite search</li> </ul> </li> <li>Trading monitoring: daily monitoring and production of weekly reports and seasonal reviews</li> <li>Support ad hoc projects e.g. Credit, Discount plans, testing programmes</li> <li>Maintain cost trackers and manage POs</li> <li>Close liaison with broader brand team and digital optimisation team</li> <li>Liaison with Digital Product owners to support in delivering functionality and design improvements</li> <li>International liaison as appropriate</li> <li>To be committed to the fair treatment of customers at all times</li> <li>To comply with FCA regulations, where applicable</li> </ul>	<ul style="list-style-type: none"> <li>Demand targets and ROI met</li> <li>Customer file performance e.g. OR, DPO, Frequency</li> <li>Relevant site traffic metrics</li> <li>Efficient and effective teamwork</li> <li>Adherence to internal and industry compliance standards</li> <li>Effectiveness and efficiency of marketing budget</li> </ul>	<ul style="list-style-type: none"> <li>Experience in relevant areas of digital and onsite marketing</li> <li>Educated in Marketing, Business Studies to A Level or Degree Level, OR have relevant experience</li> <li>High level of drive and motivation</li> <li>Knowledge of emerging technologies</li> <li>Highly organised with a strong attention to detail</li> <li>Ability to work under pressure to tight deadlines with high levels of accuracy</li> <li>Strong written and verbal communication skills</li> <li>Can work individually or as part of a team</li> </ul>	<ul style="list-style-type: none"> <li>Planning &amp; Prioritisation</li> <li>Proactive &amp; taking ownership of results</li> <li>Creative and innovative</li> <li>Communication</li> <li>Comfortable working on own initiative and strong team player</li> <li>Positive outlook and can deal with change</li> <li>Collaborative</li> <li>Works with pace and energy</li> </ul>

Customer First

Integrity

Together

Innovation

Fair

<ul style="list-style-type: none"><li>• Demonstrate behaviours in line with our Company values</li><li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work</li></ul>			
<b>Dimensions:</b> Reports to the Onsite Trading Manager and works closely with CRM Team, Digital Optimisation Team, Digital Product Team			

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