

ROLE PROFILE

Job Title	Onsite Trading Coordinator MARK004-1	Reports To	Marketing Onsite Trading Manager	Location	Vicar Lane
Date Updated:	April 2021	Department	Marketing	Grade	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"> • Plan and execute brands optimal onsite trading performance e.g. <ul style="list-style-type: none"> ○ Home page, landing pages ○ Taxonomy and filters ○ Onsite merchandising, product curation, product attributions ○ Personalisation ○ Customer journey ○ Cross sells and product recommendations ○ Content management e.g. SEO, Blog, Help section ○ Onsite search • Trading monitoring: daily monitoring and production of weekly reports and seasonal reviews • Support ad hoc projects e.g. Credit, Discount plans, testing programmes • Maintain cost trackers and manage POs • Close liaison with broader brand team and digital optimisation team • Liaison with Digital Product owners to support in delivering functionality and design improvements • International liaison as appropriate • To be committed to the fair treatment of customers at all times • To comply with FCA regulations, where applicable 	<ul style="list-style-type: none"> • Demand targets and ROI met • Customer file performance e.g. OR, DPO, Frequency • Relevant site traffic metrics • Efficient and effective teamwork • Adherence to internal and industry compliance standards • Effectiveness and efficiency of marketing budget 	<ul style="list-style-type: none"> • Experience in relevant areas of digital and onsite marketing • Educated in Marketing, Business Studies to A Level or Degree Level, OR have relevant experience • High level of drive and motivation • Knowledge of emerging technologies • Highly organised with a strong attention to detail • Ability to work under pressure to tight deadlines with high levels of accuracy • Strong written and verbal communication skills • Can work individually or as part of a team 	<ul style="list-style-type: none"> • Planning & Prioritisation • Proactive & taking ownership of results • Creative and innovative • Communication • Comfortable working on own initiative and strong team player • Positive outlook and can deal with change • Collaborative • Works with pace and energy

Customer First

Integrity

Together

Innovation

Fair

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

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