



Role Profile

Job Title	Onsite Trading Coordinator	Reports To	Onsite Trading Manager	Location	Bradford Hub
Job Code	MARK004-1		Grade	M4	
Date Created / Updated	May 2021		Department	Customer Team	

Purpose: To plan and execute the optimisation of the brand websites maximising customer conversion, orders and demand	
Your Role Accountabilities	Skills & Experience
<p><u>Your FGH journey:</u></p> <ul style="list-style-type: none">Supporting the Online Trading Manager with the day-to-day trading of Kaleidoscope.co.uk and selected secondary brandsCompiling accurate daily, weekly, and seasonal reports on trading performance including product categories, channel mix and onsite search, you will support in identifying onsite trends and opportunitiesEnsuring the trading and content plans are planned and executed accurately and efficiently with a balanced brand and commercial mindset, you will deliver product stories aligned to our new content frameworkPrepare the sites for sale and seasonal marketing campaigns throughout the year, partnering with the Digital Optimisation team to ensure customer journey alignmentWorking with the Analytics and UX team, you will propose AB tests in line with your objectivesUsing Adobe Analytics weekly to help optimize trading plans, product sales and customer experienceMaximising cross-selling opportunities across all categories of the sites. Partnering with the wider trading team to manage the recommendations strategy, implementation and maintenance to drive conversion, AOV and IPOPerforming weekly quality control checks to maintain high standard across the site	<ul style="list-style-type: none">A minimum of 2-3 years' experience in a similar ecommerce roleExperience using Adobe Analytics desirableAn analytical and questioning mentality, with strong Excel & reporting skillsAn exceptional eye for detailHighly organised with the ability to prioritise your workload and multi-taskProactive and positive approach to problem-solvingA dynamic team player with great interpersonal skillsYou enjoy working in a fast-paced and ever-changing environment



<ul style="list-style-type: none">• You will support ad hoc projects e.g. credit and discount plans; as well as ad hoc content management e.g. SEO, Blog, Help section• Maintenance of cost trackers and management of purchase orders• You will develop strong, collaborative relationships across all departments in the company, especially Creative, Buying and Merchandising, Digital and Analytics teams• To be committed to the fair treatment of customers at all times• To comply with FCA regulations, where applicable• 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	
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