

Role Title: Ecommerce Specialist
Reports to: Head of Sales
Hours: 42.5 per week
Salary: Competitive plus bonus scheme.

Due to huge online growth, Genpower are seeking an Ecommerce Specialist to join our team.

This is a challenging but extremely rewarding role for the right person. As Ecommerce Specialist you will be a key driver in Genpower, using your prior experience to accelerate our ecommerce transformation. There is huge opportunity to build a career with Genpower and make a difference.

We are seeking candidates with 5+ years' experience within ecommerce. An excellent understanding of ecommerce platforms is paramount, including Amazon, Amazon Vendor central and marketing services and eBay. Knowledge and experience of PPC, google analytics, google search, adwords, SEO and webmaster tools highly desirable.

It is our goal to make Hyundai the no.1 power equipment brand in the UK and Ireland. To achieve this we need employees with the skills, experience and passion to drive our company forward and further increase growth

Duties include but are not limited to:

- To accelerate the ecommerce transformation.
- To deliver and own the ecommerce strategy including day to day account relationship with targets / forecast per online platform derived from long term strategy and overall company year plan.
- To achieve set KPIs such as sales volume targets, profit goals and listing positions on the ecommerce platforms.
- To build strategic plans to increase sales and drive profitability, including copywriting, pricing structures and product lines.
- To manage and update online brand image, content and product assortment/promotions across all platforms.
- To continually monitor and update any outdated information (e.g. discontinued products, price changes, etc.) and actively merchandise products for an optimal user experience.
- To track outbound and inbound orders.
- To measure performance of e-commerce campaigns and to assess against goals (ROI and KPIs).
- To establish analytics best practices and standardised processes for the assessment of ecommerce potential of brands / products.
- To oversee and implement keyword optimisation and tools for ascertaining keyword strength.
- To monitor and track the performance of all SEO & SEM (ad words) initiatives.
- To develop customer acquisition strategies (targeted display / RTB, affiliate marketing, and retargeting).
- To present findings and recommendations to senior management. This includes tracking and acting upon changes to listing position on the platforms, changes to the SEO landscape and ongoing maintenance of paid for ecommerce / digital campaigns.
- To monitor customer reviews on the various online portals including Amazon, eBay and Google etc.
- To look at expanding the reach of the product line into other online marketplaces.
- To create online promotions, implement them and track the success of all promotions.

What is in it for you?

We are in a unique situation in that we can offer the opportunity to work for a successful fast-paced company in a location that is perfect for work-life balance. Pembrokeshire is renowned for its coast path, hills, wildlife, beaches, hospitality and outstanding natural beauty.

Staff are rewarded for their successes through:

- Competitive salary and bonus scheme.
- Perkbox.
- Private health care plan.
- Dentist and optician cash back scheme.
- Increasing holiday allowance with service.
- Pension scheme.

To apply please send CV and Cover Letter outlining your suitability

