



JOB DESCRIPTION

Post: E-Commerce Supervisor
Department: Botanics Trading Company (BTC)
Division: Enterprise Division

Purpose

To manage all aspects of the BTC e-commerce operation to drive sales, meet financial targets and raise the profile of the Botanics Shops and e-commerce site

Main Duties

E-commerce

Oversee all back-office functions of the RBGE Shopify online shop including-:

- Setting up all new products and descriptions
- Managing and creating new product photography for online shop
- Developing features for the e-commerce site
- Setting up of promotions and discounts
- Working with the retail team to oversee packing and fulfilment of orders to set standards
- Ensuring fulfilment of orders is complete
- Checking inventory to ensure stock available for e-commerce
- Dealing with online customer enquiries and issues
- Developing categories for inclusion on online shop including seasonal lines
- Collating monthly reports on online sales and analytics
- Working with third party providers for print on demand and garden related products
- Assisting in the overall development of the online shop to increase sales and profitability
- Regular reviewing of functionality of the online shop to ensure issues are resolved swiftly and new features are developed where appropriate
- translating seasonal buying themes to online platform in collaboration with retail management team

Other

- Liaising with Membership department on seasonal promotions and features for the quarterly Botanics Magazine
- Liaising with Social Media Manager on developing a retail social media plan to ensure both the online and physical shops are marketed appropriately to drive sales
- translating seasonal buying themes to online platform in collaboration with retail management team
- product launches and is replenished effectively and adjusted to maximise sales

Internal and External Relationships

- Ensure prompt and professional responses to all client and visitor enquiries
- Build and maintain robust working relationships with all stakeholders



Person specification	Essential requirements	Desirable for post
Excellent organisational skills and experience of managing tasks effectively	*	
Proactive and take responsibility for own workload, prioritising to meet conflicting demands	*	
Excellent interpersonal skills and ability to communicate effectively with people at all levels including staff, customers, and suppliers	*	
Excellent customer service skills	*	
Ability to work flexibly across a range of areas	*	
Previous experience of working with Shopify/other e-commerce platforms	*	
Experience of working in a busy retail or similar environment	*	
Computer literate- experience of using Microsoft Word/Excel/Outlook/databases	*	
Ability to follow established work procedures	*	
Knowledge of Photoshop		*
Administrative qualification		*
SVQ 3 or above in customer care, administration, or equivalent work experience		*
Driving Licence		*