

Position Profile – E-commerce Executive

Title	E-Commerce Executive
Purpose	To work closely with the E-Commerce Manager and Senior Manager to help manage our fast-moving Ecommerce business development.
Reports to	Senior E-commerce Manager
Direct Reports	None
Key Areas of Responsibility	<p>E-COMMERCE SUPPORT & ANALYSIS</p> <ul style="list-style-type: none"> • Supporting the E-Commerce Manager to Drive sales through strong promotional and online activity management. • Collaborating with Marketing Managers to optimise activity to support trade plans • Invoice approval, reporting, pricing analysis and queries • Creating and managing Amazon Case Logs for new and ongoing disputes • Using Google Data Studios and Google Data Analytics to identify trends and potential opportunities for online growth • Developing the online store front (A+ content) for new and existing products • Using Search Engine Optimisation (SEO) and Pay Per Click Campaigns (PPC) to enhance product visibility and conversion • Supporting the E-commerce Manager at client and Amazon (and other online retailer) meetings • To be responsible for in house sales reporting (e.g. Ceuta analytics) for the Ecommerce team. • Monitoring Amazon PPM% and Amazon RSPs to ensure that our portfolio remains profitable. • Managing specific client brands, sales and AMS activity. Communicating to the client via regular meetings and scheduled reports. • Advising clients on the process to navigate the Amazon COGS and recommendations for a successful ecommerce business. <p>Other Responsibilities</p> <ul style="list-style-type: none"> • To be responsible for trade information exchange systems such as Brand Bank. • You will be required to carry out any other reasonable task in relation to the overall job, as required.
Professional Competencies	<p>Career Experience</p> <ul style="list-style-type: none"> ○ A minimum previous experience of 2 years in a busy office environment is essential. ○ A minimum of 12 months in a similar E-commerce related role. ○ Demonstrable experience in a Client & customer-facing role is essential. ○ Previous experience of utilising multiple finance systems in day-to-day work, with the ability to extract and manipulate data to help make informed business decisions. <p>Qualifications</p> <ul style="list-style-type: none"> ○ Educated to A Level standards or above including a good general standard of Maths and English. <p>Required Skills</p> <ul style="list-style-type: none"> ○ The ability to use Excel to an intermediate level in order to analyse sales performance data ○ Self-motivated, well organised individual, who can prioritise and work effectively within a team ○ The ability to effectively manage customer/client queries and complaints in order to find solutions.

	<ul style="list-style-type: none"> ○ Strong problem solver and innovator. Experience of using your initiative to create better processes and more efficient ways of working. ○ The ability to use PowerPoint to an intermediate level in order to produce engaging and impactful presentations ○ The ability to proactively anticipate issues and solve them in a timely manner by investigating as appropriate and liaising with internal and external stakeholders. ○ The ability to autonomously manage and prioritise your own workload in order to ensure accuracy, attention to detail and that deadlines are met as agreed. ○ The ability to develop and maintain relevant and current knowledge of the industry. ○ The ability to communicate effectively with internal colleagues and external clients, customers and suppliers. 	
<p>Ceuta Group Core 6 Behavioural Competencies</p>	<p>Effective Communication – 2 Effective at putting across their point, clearly and concisely in an individual or group environment</p> <p>Listens carefully to colleagues and clients, checking interpretation is correct to avoid misunderstandings</p> <p>Delivers concise and accurate communication, both orally and in written form</p> <p>Comprehends written, oral & directional information and takes appropriate action</p> <p>Consistently uses the correct platforms of communication for any situation</p> <p>Can combine and present information from various sources in a concise and consistent manner</p>	<p>Client Focused – 2 Can communicate a clear understanding of the client/customers’ needs</p> <p>Adapts their own behaviours in order to positively impact client/customer satisfaction</p> <p>Focuses activities to drive timely and high quality information and feedback to client/customer</p> <p>Prioritises client/ customer issues and addresses them accordingly</p> <p>Ensures consistency of service at all times</p> <p>Follows up after delivery of service to ensure client/customer needs have been met</p> <p>Consistently makes decisions focused on client/customer needs</p> <p>Takes pride in delivering a high quality of service at all times</p>
	<p>People Driven – 2 Works to create a culture of openness and trust with colleagues to deliver team goals</p> <p>Strives to consistently support colleagues, over and above own role, to ensure a collaborative and supportive working environment</p> <p>Is willing to learn from mistakes and is able to build on others suggestions avoiding defensive behaviours</p> <p>Establishes good working relationships internally and externally through positive engagement and listening</p>	<p>Drives Performance & Efficiency – 3 Identifies when adjustments are needed in own area of responsibility and sets priorities accordingly</p> <p>Takes responsibility for making decisive decisions to move things forward and owns the outcome</p> <p>Demonstrates commitment to delivering results in his/her own work as an example to the team</p> <p>Empowers others to maximise efficiencies through result-based constructive feedback</p> <p>Identifies areas in the business where improvements will bring the most significant gains</p>

	<p>Fosters two-way trust when dealing with contacts to develop and maintain strong relationships</p> <p>Demonstrates initiative in professional self-development outside area of responsibilities</p> <p>Actively seeks feedback from a wide range of people to enhance team effectiveness</p>	<p>Can overcome obstacles to reach goals and provide alternative solutions that grow the business and accomplish financial objectives</p> <p>Prioritises effectively to ensure that result-driven business outcomes are achieved</p>
	<p>Supports & Embraces Change – 3 Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p>Grows the Business – 3 Seeks a wide range of sources of objective information when making decisions</p> <p>Recognises causes and consequences of actions and events that are not readily apparent and takes appropriate action</p> <p>Is alert to emerging issues and trends which may impact or benefit their own and team’s work</p> <p>Uses own knowledge and expertise to lead interventions and develop new systems for self and team</p> <p>Can demonstrate how directly or indirectly their role, and that of their team, impacts business results</p> <p>Has a good level of understanding of the Ceuta Group’s business, products and services</p>