

JOB DESCRIPTION

JOB TITLE: eCommerce Intern	POST NO:
DIVISION: Commercial	DATE EFFECTIVE:
REPORTS TO: E-commerce Operations Manager	JOB HOLDERS SIGNATURE:
MANAGERS SIGNATURE:	DIRECT REPORTS SIGNATURE:

JOB SUMMARY

To manage the E-commerce operations for the VisitBritain online shops in order to maximise commercial performance whilst providing the best customer experience at all stages of the customer journey.
To take responsibility for meeting individual shop revenue and net profit targets, while monitoring performance throughout the year.

ORGANISATION CHART



COMPETENCIES

SPECIFIC TO JOB	GENERIC
<ul style="list-style-type: none"> • Excellent fluency in written and spoken English and one of the other following languages is essential: DE, IT, FR, JAP, ESP, NL • Customer service experience and the ability to deal with difficult customers is essential • Knowledge of e-commerce is highly advantageous • Previous experience of writing and translating content highly advantageous • B2B competency in any of the following languages advantageous: DE, IT, FR, JAP, ESP, NL • Excellent organisational skills and ability to prioritise • Excellent Microsoft Office proficiency • CMS experience desirable • Willingness to learn new skills • Knowledge of tourism in Britain desirable 	<ul style="list-style-type: none"> • Ability to take the initiative • Team player with a sense of team spirit • Ability to build external and internal relationships and partnerships • Exhibits professionalism • Ability to plan and prioritise with patience • Understanding of different cultures in the work environment • Ability to manage multiple tasks and deliver to deadlines • Takes responsibility for solving problems • Emotionally intelligent • Prepared to challenge and be challenged • Accountable and responsible • Communicates effectively and openly • Listens and hears accurately • Continually looks for efficiency gains, shares best practice and suggests process improvements

KEY RESULT AREAS

What are the key objectives and the targets you have to meet

1. Customer Service

- To deal promptly and professionally with customer email and telephone enquiries, at least half of which will be in French
- Guide and advise potential customers with the aim of converting to purchase
- Ensure a satisfactory outcome for the customer and resolve issues fairly while maintaining a positive image of VisitBritain in the customer's mind and adhering to corporate terms & conditions
- To monitor the online shops for issues which might deter customers from buying and to suggest then implement ways of combating these issues
- To investigate payment issues and monitor all orders for fraud
- To request refunds accurately in the systems
- To liaise with the Finance Team in order to sort out any issues relating to refunds or returned items.
- Complete monthly reporting of customer service statistics, showing e-mail and order volumes
- Work collaboratively with E-Commerce Operations Manager (Customer Service) on usual or high impact cases
- Produce templates that streamline processes and keep these updated

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3. Fulfilment & Stock

- To ensure that shops are adequately stocked and this is reflected in the system
- Account manage assigned warehouse, overseeing invoicing processes and co-ordinating relevant training or stock management processes
- To liaise as required with the online shop warehouses in order to resolve delivery issues and e-ticketing
- To budget all fulfilment costs and ensure they are covered by pricing of delivery charges
- To update stock batches as needed and process returns
- Perform monthly stock takes with warehouse and reconcile any variances
- Liaise with E-Commerce Operations Manager (Finance & Stock) as significant performance or fulfilment issues occur within assigned warehouse

4. Financial Processes

- To ensure profit margins are maintained and targets achieved through keeping the shop optimised for sales
- Interpret Profit & Loss, product sales and other reports to identify errors and provide insight into performance and ideas for resolutions / improvements.
- Complete full month end financial processes for assigned shop
- Monitor 'Dailies' sales figures weekly and escalate any anomalies promptly
- Work with Finance department to accurately process any chargebacks or refunds

5. Products

- To translate and update products descriptions and e-vouchers
- To activate products on the shops and make sure that they are displayed correctly
- Work with Head of Retail Product to provide support for delivering the Merchandising and Affiliate strategies
- Perform daily product updates and translate at least one new product every week
- Update the 'Special Offers' page every month
- Communicate to warehouses any special requirements in relation to offers as necessary
- Liaise directly with suppliers to resolve any customer complaints or issues as necessary
- Work with other members of team to resolve content or booking issues and communicate any customer feedback to team

6. Shop management

- To maximise the commercial potential of your assigned shops
- To re-configure the shop homepages, translate and update shop content and manage shop categories using the content management systems
- To monitor the shops for bugs and carry out end-to-end testing on fixes
- To liaise with VisitBritain B2B staff in the UK and overseas in order to maximise shop coverage/marketing
- Work with the E-commerce operations manager on the development, integration and delivery of new business & promotional ventures

- Work with Online Marketing & Analytics team to enhance the shops and increase revenue and profitability
- To become au fait with all aspects of the e-commerce platform and to suggest enhancements to the system
- Perform regular competitor analysis to generate new ideas, increase intelligence and to determine price points
- Generate tactical promotion ideas that are applicable to local shops or can be rolled out across all VB shops
- Ensure accurate and timely alterations to shop content for public holiday periods
- Attend seminars or conferences as required, promoting assigned shop and conducting local market initiatives
- Feed back any platform related issues to E-commerce Platform Manager and create temporary fixes until these are resolved
- Monitor Google Analytics to better understand shop, identify and fix shortcomings and communicate advice on best practice to rest of team
- Work with Vb.com to maximise inbound traffic to assigned shop
- Optimise shop content and meta data on a monthly basis
- Translate one article per month
- Execute merchandising improvements as required and at least monthly, customising the site

7. Team

- Contribute to the work of the team as required, including user acceptance testing (UAT), data entry and checking, problem solving, producing reports and presentations, etc