

<b>Position Title</b>	Ecommerce Assistant
<b>Reports To</b>	Email Campaign Manager
<b>Overall Job Purpose</b>	<p>At Direct Wines, we're looking for a talented and motivated Assistant to join our growing Ecommerce team.</p> <p>This is an entry level role reporting into the Email Campaign Manager, and also supporting the Ecommerce Campaign Manager, you will work on a range of initiatives which contribute to the continued growth of Ecommerce within the overall Marketing team.</p> <p>The successful candidate will bring relevant working experience or will have recently graduated with a relevant degree. You'll will be expected to work with various members of the team on a wide range of different projects simultaneously across Email and Web channels, delivering campaigns to achieve budgets and strategic objectives.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Support the Email Campaign Manager set up, proof-check, execute and analyse Email Campaigns across all Direct Wines Brands (inc. Laithwaite's, Sunday Times Wine Club)</li> <li>• Support across all areas of Email planning, activity calendar management and product planning</li> <li>• Support with planning, co-ordinating and checking website campaigns</li> <li>• Support with planning, co-ordinating and checking SMS campaigns</li> <li>• Support with monthly Web / Email reporting</li> <li>• Support for email database management and queries</li> <li>• Co-ordination of set up and testing of voucher codes</li> <li>• Daily support updating Email / Website reports</li> <li>• Assist in reviewing performance, by campaign, identifying opportunities for further growth and optimisation</li> <li>• Supporting with internal Email and Web internal queries, and monitoring relevant inboxes</li> <li>• Ad hoc tasks as required</li> </ul>

<b>Skills Qualifications and Experiences</b>	<ul style="list-style-type: none"> <li>• Ideally Degree qualified in a relevant Marketing discipline or proven</li> <li>• Administrative/Marketing experience within an Ecommerce environment is desirable</li> <li>• Proficient in Microsoft Office – including Excel, Word, Outlook</li> </ul>
<b>Personal Skills and Qualities</b>	<ul style="list-style-type: none"> <li>• Positive, confident, self-motivated and organised. Able to effectively prioritise workload and work independently as well as within a team</li> <li>• Proactive and flexible, ready to adapt to a fast-paced environment and to move quickly from one task to another, willing to “go the extra mile” when needed</li> <li>• Quality, accuracy and attention to detail</li> <li>• Excellent written and verbal communication skills</li> <li>• Keen interest in Ecommerce, Digital and Marketing</li> </ul>
<b>Reviewed</b>	August 2020