

## E-COMMERCE EXECUTIVE

JOB REF: 0551

Our client is a dynamic and ambitious Northern Ireland manufacturing company, specialising in window and mechanical ventilation products designed for the residential construction sector in the UK and Ireland, as well as export markets in Mainland Europe.

### Job Purpose

The client is looking for an experienced and results-orientated e-Commerce specialist. The position requires an in-depth understanding of e-Commerce best practices and a proven track record of exceptional ROI performance from campaign management. You will have the opportunity to operate on both the strategic and tactical level while taking complete ownership of the day to day e-commerce function within the company focusing on the launch, promotion and management of a new e-commerce sister brand.

### Responsibilities:

- Maximising e-commerce related revenue.
- Day to day Management of eBay platform.
- Online customer engagement and support.
- Creating and championing new business processes to support the e-commerce function.
- Identifying and launching new product opportunities.
- Market and competitor analysis.
- Paid Online Advertising.
- Search Engine Optimisation.
- Conversion Rate Optimisation.
- Data Analysis & Reporting.
- In depth knowledge of Google Analytics suite of products.

### Person Specification:

- Self-starter with passion to succeed and an entrepreneurial mindset
- Excellent communicator (verbal & written)
- Bachelor's Degree in a relevant discipline
- Minimum 2 years' experience in a similar role

**Desirable:**

- Google AdWords & Analytics Certification or similar
- CIM or DMI Qualification
- Specific Sectoral experience in relation to e-Commerce

*Contact Donna McGurk on 028 8676 0044 for a confidential chat or submit your CV via the link.*

*The Company reserves the right to vary criteria at the shortlisting stage.*

*Spectrum Employment Solutions is an equal opportunities employer and welcomes applicants from all backgrounds.*

**DATA PROTECTION**

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