

<b>Job Title:</b>	E-Commerce Merchandiser	<b>Job Category:</b>	Sales
<b>Department/Group:</b>	Pharmacy Retail	<b>Job Code/ Req#:</b>	Job Code/ Req#
<b>Location:</b>	Dunmanway	<b>Travel Required:</b>	Yes
<b>Level/Salary Range:</b>	32k to 38k	<b>Position Type:</b>	Full Time
<b>Job Description</b>			
<p><b>Role and Responsibilities</b></p> <p>Drinagh Pharmacies are looking for an experienced E-Commerce person to take our existing online shop to the next level. Reporting directly to the Commercial Manager you will have a passion for E-Commerce, and the drive to build this business.</p> <p>Based at the Dunmanway office and will work closely with colleagues across the company, including the Store Floor Managers, Buyers, and Range development, you will also work closely with external stake holders.</p> <p>As part of the Commercial Team you will propose, build, and evaluate the customer experience journey to improve conversion and increase sales.</p> <p><b>What You'll Do:</b></p> <ul style="list-style-type: none"> <li>• Be accountable for monitoring and optimizing the customer online shopping experience.</li> <li>• Identify underperforming key words and pages and propose actions to improve.</li> <li>• Use Google Analytics (GA), Google Search Console (GSC) and Data Dashboard reports to support and evaluate decisions.</li> <li>• Create documentation (SOP's) on best practices for test pages and Content Management System (CMS).</li> <li>• Collaborate with teammates to update landing pages to create a seamless customer experience.</li> <li>• Optimize SEM on all feeds to improve shop-ability and drive conversion.</li> <li>• Be accountable for and report on merchandising experience conversion and sales targets weekly, monthly, and quarterly. Propose and adjust based on results.</li> <li>• Manage, edit, and optimize all content.</li> <li>• Coordinate all digital content including blogs, and any other social media platform.</li> <li>• Work closely and guide our website page builder with Content Optimization, Average Position Ranking, and Impressions by constantly reviewing and generating higher quality and more relevant content.</li> <li>• Maximize SEO performance.</li> <li>• Encourage communication and collaboration across the business to build strong relationships and cross-functional working.</li> <li>• Ensuring the company website is always up to date and compliant with all privacy and cookie policies.</li> <li>• Delivering successful digital website projects such as campaign launches, landing page creation and content uploads, etc.</li> <li>• Maintain data integrity of the product / range file.</li> <li>• Ensure that all company dispatched KPI's are met.</li> </ul>			

**Role Requirements**

- Strong understanding and passion for online shopping experiences and visual merchandising.
- Passion for social media platforms and staying connected.
- Blogging experience.
- SEO experience.
- Strong analytical skills.
- Ability to analyze and synthesize information and make recommendations.
- Flexible team player and ability to adapt to a changing environment and can collaborate with all levels of the organization.
- Ability to work independently.
- Understanding of Google Analytics, Google Sheets, Google Data Studio, Google Search Console, and Content Management Systems.
- Experience in writing, editing and content across various digital and social media platforms and always 'think customer'.
- Fluent in English, excellent writing skills with an eye for detail.
- Intuitively understanding what the customer needs to know and how they want to consume it.
- A passion for new technology tools and how to use it.

**Qualifications and Experience**

**In addition to internal service criteria, the ideal candidate will have:**

**Essential**

- Degree / Diploma in Marketing or Business.
- 2 years min experience in similar industry / role.
- Fluent in English written and verbal.

**Advantageous**

- Professional qualification in Graphic Design.
- Experience in CRM software.
- Experience in running an E-Commerce store.

**In addition, the successful individual will have:**

- Writing, and proof-reading experience.
- Good communication and interpersonal skills.
- Highly organized and detail orientated.
- Proficient in MS Office, Google Workspace, and desktop publishing software.

**Attributes**

The successful individual will have an ability to build and maintain excellent working relationships. They will be a highly motivated self-starter, with a strong work ethic and excellent judgement. They will demonstrate a high level of professionalism and will have exceptional verbal and written communication skills.