



JOB DESCRIPTION

Job Title	E-commerce Executive
Department	E-commerce
Directorate	Commercial Services and Operations
Reports to	Head of E-Commerce
Salary	£27,000 per annum
Duration	Permanent
Normal Working Hours	36 hours net per week
Contract	Trading Company Grade 7

We are one of the world's leading authorities on conflict and its impact on people's lives – from 1914 through to the present day and beyond. Our collections are filled with personal stories and experiences, inspiring powerful and often conflicting emotions. We aim to share these stories with as many audiences as possible across the world in a way that engages and challenges them, increasing understanding of why we go to war and the effect that conflict has on people's lives. In other words, we expect our stories to change the way people think about war.

We rely on our staff to help us achieve this aspiration. You should be able to demonstrate the skills and competencies set out below, but equally we are looking for people that believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make IWM such an extraordinary place to work.

Purpose of the job

IWM is embarking on an ambitious five year digital transformation strategy which will encompass new and exciting opportunities to significantly grow our online revenues and give our customers a much improved user experience. Focussing closely on the customer requirements, this role will be responsible for the day to day running of our E-commerce businesses and will support the Head of E-Commerce in the development and enhancement of our offering to increase net revenues.

The post holder will be responsible for:

Increasing sales and net profit – Key for success in this role will be to help deliver the organisations commercial objectives, specifically increasing gross and net sales and to drive profit through reduced costs, increased productivity and optimisation.

Digital Marketing – keeping up to date with industry change to develop and continually optimise all digital marketing.

Order Management - The post holder will need to continue to develop and automate robust processes to manage the status and progressing of orders for online sales. They will process all orders and will need to

ensure that all service levels are met. Effective communication with customer service is vital, as is an effective partnership with the Distribution Centre.

Content Support - Produce best practice SEO content and significantly improve the quality of the online content and merchandising, customer communication and commercial activity across all Omnichannel activities co-ordinating closely with other departments.

Key duties

You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent and potential to the best of your ability.

You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.

You will undertake day to day activities to the best of your ability and to the required standards; and strive to learn and develop your skills and knowledge.

You will be expected to comply with corporate standards, and use corporate systems, processes and procedures – and undertake any necessary training as directed.

In addition, your duties will include:

Increasing sales and net profit

1. Increasing gross sales and net profit through an increase in number of orders, the average order value and a reduction in refunds and losses.
2. Work closely with the Central Teams and the Online Retail and Buying Managers to ensure all commercial opportunities, such as promotions, exhibitions, events, trends, seasonal activity, and newness are reacted to and the opportunity for sales maximised.
3. Assist as required with implementing changes necessary within the digital transformation strategy to maximise any potential commercial gain.

Digital Marketing

1. Lead the delivery of digital content for the Museum's online shop. This includes creating assets for digital and copywriting for social, email and website publication.
2. Work with e-commerce and marketing colleagues to help create, maintain and deliver an annual online Omnichannel marketing plan.
3. Continuous optimisation and updating of digital marketing and Omnichannel best practice, including SEO, PPC, CRM & Email marketing, social media, Display Advertising, third party marketplaces/platforms and Affiliate Marketing through tests and trials to determine the greatest ROI opportunities.
4. Assist with reporting and analysis of Ecommerce performance, including marketing activity.

Order Management

1. **Online Orders**

Be responsible for using systems to monitor all orders liaising closely with the Distribution Centre (DC) to ensure service levels are met and orders are despatched within all E-retail Online Terms and Conditions, pro-actively managing stock as required to ensure timely fulfilment.

2. Order Status and Progressing

Be responsible for the daily review of all orders acting on out of stocks and discrepancies, ensuring all orders are fulfilled and refunds minimised. Utilising the Epos System to set despatch-by dates and log order history, giving management visibility and ensuring timely order fulfilment.

3. Internal Communication with the Distribution Centre and Branch Shops

Establish a close working partnership with the DC, Branch shops and couriers to ensure the timely delivery of orders. Be responsible for all stock transfers closely monitoring their status to ensure fast, effective, and efficient movement of stock.

4. Customer Communication

Respond to all email and telephone customer service enquiries within agreed SLAs. Take a proactive approach to informing customers. Put processes in place to ensure customers are continually updated on delays or availability issues.

Ensure website information on terms and conditions, returns and other customer-related communications are up-to-date and up-to-standard.

5. Provide excellent customer service to all Online Customers

To provide all online customers with a knowledgeable and efficient service and to inform the Head of Ecommerce and the Central Teams of customer feedback.

Develop and update manuals and FAQ documents for use by colleagues.

6. Payment Authorising and Processing

Authorise all Online Shop transactions using the Payment System and to authorise the despatch of goods from the DC to customers. Look out for anomalies and immediately escalate as appropriate. Process all Online Shop refunds keeping customers and management informed. Report of refund rates, reasons and proposed actions to reduce rates.

Raising and Monitoring Transfers - raise all transfers of stock for online orders in the most efficient and effective way and ensuring all stock is delivered to the DC in the agreed transfer time.

7. Monitor Stock-holding

To monitor the stock holding for all Online Shop products and liaise with the Buying and Merchandising team to resolve availability issues and highlight potential for additions.

Content Support

8. Presentation and Content

Work with the marketing, buying and merchandise colleagues to develop the presentation and content, to maximise commercial opportunities, in line with the IWM branding.

Action changes to the homepage, add and remove products, suggesting others for inclusion, and update all information pages, online copy, product pages and categories.

To work with the Buying Team and Merchandiser to produce product photography to the agreed schedule and specification, working closely to support new product ranges, seasonal and exhibition range launches.

Plan and direct photoshoots with internal and external photographers for use, and optimised for, online (website, digital ads, email and social) and print.

Ensure that content and digital products meet guidelines and industry standards, including house style, SEO best practice, alt image standards, and are carefully fact-checked by experts.

9. Audit

Audit products and information always ensuring accuracy and relevance.

Manage regular reconciliation reports to finance team for all payment methods being used on merchandise site.

10. Digital marketing content

Assist with the CRM set up for marketing and customer communications ensuring we actively communicate usually weekly, working in line with agreed retail activity and communications schedules. Assist with the setup of promotions campaigns codes/tags and monitor performance, suggesting improvements. Work with the Digital Media team to support the monthly marketing campaign with Social Media activity, providing content to be used in social media customer communications.

11. IWM Prints

Support the Head of E-commerce in the development of the IWM Prints website to significantly increase sales and the number of images and implement seasonal changes. Liaise with the IWM Prints supplier to provide timely content and updates.

Work with the Visual Resources department to manage digitisation schedule and establish asset metadata.

12. Project Support

Assist in the longer term development of the online shop and IWM Prints service through the Digital Transformation Strategy as well as supporting with new business development as directed.

The role will also be required to undertake work to support the Ecommerce and Ticketing department which may occasionally require some weekend, occasional overnight stays or out of normal hours working.

Key Relationships

- **Distribution Centre** – Daily contact with the DC team in the processing of all Online Shop orders
- **Buyers and Merchandisers** – Regular contact with the Buying Team to inform them of any out of stock items, or frequently requested product.
- **Branch Shops** – Regular contact with Shop management in moving stock to the DC for order despatch
- **Marketing** – Regular contact to integrate the Retail campaigns into wider marketing activity and to send monthly marketing emails.

- **Digital Media** – Work closely to ensure commercial Retail messages are sent out on social media channels.
- **Customer Services Teams** – Daily contact to answer customer queries.

This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

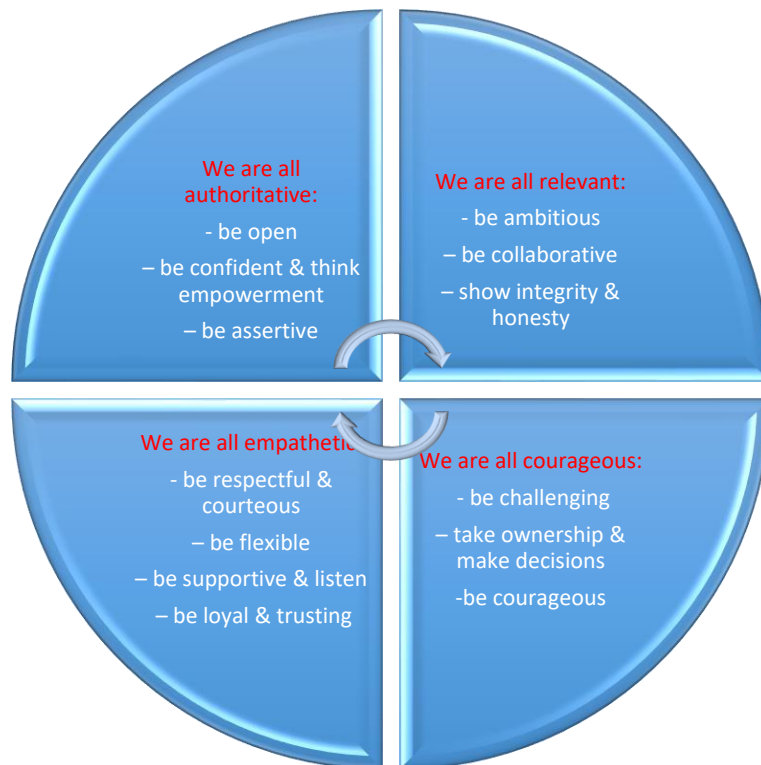
Person Specification: Ecommerce Executive

	Essential criteria	How this will be assessed
1	An Ecommerce Executive with experience of increasing revenues, SEO, content management, digital marketing and website maintenance including basic HTML coding.	Application Form and Interview
2	Experience of working in an Ecommerce/Omnichannel retail environment, ideally within the museum/attraction industry.	Application Form and Interview
3	Experience of Ecommerce Systems with an ability to learn new systems quickly and effectively.	Application Form
4	Educated to degree level or equivalent, in a relevant subject, e.g. Digital Marketing, Business Management, Social Media, Computing or Data Science/analysis.	Application Form
5	Good IT and Computing Skills, including the use of Microsoft Office.	Application Form and Interview
6	An exceptional attention for detail.	Application Form and Interview
7	Good commercial acumen and an understanding of what is required to drive net revenues.	Application Form and Interview
	Desirable criteria	
8	In depth experience of aspects of digital marketing, perhaps a specialist in one or more areas.	Application Form and Interview
9	Experience of setting up and running third party affiliates and platforms such as Amazon.	Application Form
10	An understanding of best practice CRM principles.	Application Form
11	Knowledge of improving the user experience and CRO.	Application Form
12	Good data analysis skills.	Application Form
13	Interest in 20 th Century History.	Application Form
	Key competencies	
14	Learning Orientation Demonstrates a continuous improvement approach Willing to make suggestions and put forward ideas even though their experience may be limited Responds positively to new opportunities – and adapts to the changing requirements of the museum	Application Form and Interview
15	Personal Effectiveness High levels of attention to detail and concentration.	Application Form and Interview

	<p>Consistently delivers good quality results in good time.</p> <p>Firm, calm and tactful – especially when dealing with difficult issues.</p> <p>Excellent follow through skills, ensuring loops are closed and clarity achieved.</p> <p>A proactive approach to informing their managers of potential issues of concern</p> <p>Good time management skills – prioritises and structures workload effectively.</p>	
16	Team working	Application Form and Interview
	<p>Actively contributes to creating a mutually supportive environment by willingly helping others.</p> <p>Initiates contact with other departments – actively builds an informal network</p> <p>Communicates clearly and concisely with colleagues.</p>	
17	Customer Care Skills	Application Form and Interview
	<p>Confident dealing with a wide variety of people.</p> <p>Courteous, friendly and welcoming style of interaction.</p> <p>Expresses themselves clearly – both orally and in written format.</p> <p>Helpful and diplomatic in their interactions with the public.</p> <p>Communicate a positive and genuine interest in their role and the museum in their interactions with others.</p>	
18	Encouraging Diversity	Application Form and Interview
	<p>Recognises and values the benefits of diversity amongst staff and customers.</p>	
19	Financial Awareness	Application Form and Interview
	<p>Avoids waste and seeks to deliver results as efficiently as possible.</p> <p>Develops a basic understanding of IWM's financial rules and procedures and adheres to these.</p> <p>Makes suggestions to save money and enhance income.</p>	
20	Using Technology	Application Form and Interview
	<p>Is quickly developing and applying a thorough knowledge of information technology (particularly office productivity software).</p> <p>Enters data quickly and accurately</p> <p>Demonstrates meticulous record-keeping systems and procedures.</p>	

Demonstrates an enthusiasm for applying new software and equipment.

Our four values guide us in our day-to-day work but they also set principles for how we expect all of us to behave:



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Additional Information

Benefits

The benefits listed below are discretionary and we reserve the right, with due notice, to vary or withdraw them at any time. All such benefits apply during the course of your employment in this post only.

Our generous full-time equivalent annual leave allowance is 25 days per annum plus public holidays rising to 30 days after 5 years

Access to our Pension Scheme arrangements including employer contributions.

20% discount in all IWM's on-site shops.

A 25% discount in IWM's cafes.

Free entry to a large number of other museums & galleries and their exhibitions which we have reciprocal arrangements with.

Enhanced maternity and paternity benefits dependent on length of service.

Access to our in-house training programmes and development

Access to an interest free season ticket loan scheme after three months service.

Access to a Ride 2 Work Scheme
Access to our Employee Assistance Programme, and Career Development Advice.
IWM staff also have access to The Charity for Civil Servants services and support.
Eligibility to join the Civil Service Sports Club, securing additional discounts and benefits.
Access to social events run by groups with IWM.

Selection

The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application form gives a full but concise description of the nature, extent and level of the responsibilities you have held. The short listing criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed on your application form. Applications by CV only will not be accepted.

To Apply

Apply online via our website www.iwm.org.uk/corporate/jobs

Please note we do not accept only CV's, you will be required to fill in an online application form.

If you have any queries please contact us at careers@iwm.org.uk

The closing date for receipt of applications is 9 am, Friday 15th July 2022.

Interviews will be held on Friday 22nd July 2022. Please note that the interview date(s) has been specifically chosen according to the availability of the panel. You are advised to keep this date free if you are interested in this vacancy. We are unable to reschedule interviews.

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

IWM is committed to a policy of Equal Opportunities.

We miss out when people feel IWM isn't for them, and are committed to removing and reducing barriers to make IWM open to everyone.

Our Access and Inclusion strategy has been developed to promote openness, equal opportunities to access, inclusivity and encourage diversity in everything that we do, from employment practices, the services we provide to our visitors to the facilities we make available to public.

At IWM we seek to address the need for greater diversity within our workforce as well as the wider museum and heritage sector. In all our practices we embrace diversity and promote equality of opportunity and we welcome applications from suitable candidates of all backgrounds.

IWM is committed to safe recruitment and all necessary disclosure and barring checks are mandatory, with higher level checks including Barred Lists for all sensitive roles.