

## JOB DESCRIPTION

<b>JOB TITLE:</b> eCommerce & Sales Executive	<b>POST NO:</b>
<b>DIVISION:</b> Commercial - Retail	<b>DATE EFFECTIVE:</b> April 2017
<b>REPORTS TO:</b> E-commerce Operations Manager	<b>JOB HOLDERS SIGNATURE:</b>
<b>MANAGERS SIGNATURE:</b>	<b>DIRECT REPORTS SIGNATURE:</b>

### 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.

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## COMPETENCIES

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

## KEY RESULT AREAS

### CUSTOMER SERVICE

- To deal promptly and professionally with [GERMAN] customer email and telephone enquiries, meeting the established SLAs
- To be astute, customer service friendly whilst always keeping the focus on upselling and cross selling on both [GERMAN] and English shops where potential has been uncovered
- To look to increase shop revenue by actively up-selling and cross-selling to customers where sales potential has been identified, using phone calls as a first medium of engaging with the customer
- To regularly report on personal revenue generation by using trackable links
- To respond to [GERMAN] customer feedback on Facebook and TripAdvisor within 3 days of posting
- To create and share templates to be used for social media feedback whether negative or positive postings
- To 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 work collaboratively with E-Commerce Operations Manager (Customer Service) on unusual complex or high impact cases that can have a negative impact on the business
- To produce templates in local languages that streamline customer service and keep these updated
- To help customers to successfully place their orders in case of initially refused payments in the gateway
- To display exemplary behaviour during all interactions with both customers, suppliers and key internal and external stakeholders

### OPERATIONAL PROCESSES

- To follow set policies and procedures to undertake required checks to identify technical issues on the platform, as well as to identify potential fraud on a daily basis
- To reliably log all issues relating to any orders (incorrect fulfilment, delayed/lost deliveries, etc.) in order to mitigate financial loss
- To liaise with the Fulfilment & Offline Sales Exec raising all warehouse and delivery related issues
- To liaise with Product raising any supplier based fulfilment issues

- To feed back on customer queries about what changes to the platform or the operational processes may be required to improve the business overall (both front and back end)
- Work with other members of team to resolve content or booking issues and communicate any customer feedback to team
- To monitor the online shops for issues which might deter customers from buying and to suggest then implement ways of combating these issues
- To provide the monthly Profit & Loss analysis for the assigned shop(s), adding insights won through customer service, providing insights into performance and ideas for resolutions and improvements

## **PRODUCTS**

- To perform daily product updates on [GERMAN] shop(s) and translate a minimum of one new product every week
- Update the “Special Offers” page every month for [GERMAN] shops
- To work with eCommerce Operations Manager to deliver the Merchandising and Affiliate strategies

## **SHOP MANAGEMENT**

- To re-configure shop homepages across all shops, 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 work with the eCommerce Operations Managers on the development, integration and delivery of new business & promotional ventures
- To perform regular [GERMAN] competitor analysis to generate new ideas, increase intelligence and to determine price points
- To monitor Google Analytics to better understand shop(s), identify and fix shortcomings and communicate advice on best practice to rest of team
- To become au fait with all aspects of the e-commerce platform and to suggest enhancements to the system
- To ensure accurate and timely alterations to [GERMAN] shop content for public holiday periods
- To feed back any platform related issues to E-commerce Platform Manager and implement solutions if only temporary to allow the continuation of shop performance
- To execute merchandising actions as required and at least monthly (e.g. seasonal merchandising actions), customising the site to always updated and displaying relevant content for the customer

## **TEAM PROJECTS**

- To reliably deliver team projects to a high standard as well as against set deadlines (e.g. Site Audit, VB.com, etc.)
- Contribute to the work of the team as required, including data entry and checking, problem solving, producing reports and presentations, etc.
- To carry out ad hoc projects or tasks as requested by line manager
- To produce and present reports on relevant topics and areas as requested by line manager

## **TEAM WORK**

- To share best practice ideas with your line manager relating to internal processes and ways of working with the objective of optimising and streamlining processes where possible
- To share insights gained in customer service, internal procedures, as well as market insights with Management to allow continuous improvement of the business
- To share knowledge and best practice from external networking events with your team and the wider organisation

## **SUPPORT AREAS**

Team Support within the following areas is essential as per business requirements (e.g. high season, holiday cover, etc.)

## **FINANCIAL PROCESSES**

- To request refunds accurately in the system across all shops, following the internal refunds process

- To follow up and process all chargebacks received from Finance. Find best practice and formalise the process with the eCommerce Operations Manager(s)
- To resolve any WorldPay issues with customers in case of system errors leading to incorrect transactions
- To liaise with the Finance Team in order to sort out any issues relating to refunds or returned items

#### **OPERATIONAL PROCESSES**

- To follow up on suspicious orders across all shops, confirming them as fraudulent where applicable and blocking all such customers in the payment gateway and eCommerce platform as per process
- To monitor the payment gateway for large refused orders, getting in touch with the customers via email using multilingual templates
- To process all ACP cancellations in the ACP portal log all cancelled tickets. To return cancelled and void ACP tickets to the ACP offices on a monthly basis
- To support the Fulfilment & Offline Sales Exec in processing stock in transit on a monthly basis if required

#### **FULFILMENT ACTIONS**

- To process any required bookings across all shops for orders where VB acts as Fulfiller (e.g. Ducktours, Afternoon Tea, Warner Bros. bookings for different dates, etc.)
- To fulfil orders for new Products as and when required (e.g. Houses of Parliament)