

JOB DESCRIPTION

JOB TITLE: eCommerce Project, Process and Implementation Executive

DIVISION: Commercial - Retail

REPORTS TO: E-commerce Operations Manager

MANAGERS SIGNATURE:

POST NO:

DATE EFFECTIVE: November 2017

JOB HOLDERS SIGNATURE:

DIRECT REPORTS SIGNATURE:

JOB SUMMARY

To manage the Fulfilment operations for the VisitBritain online shops in order to maximise commercial performance as well as develop the Offline business as an additional and steady profit generator.

COMPETENCIES

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

KEY RESULT AREAS

WAREHOUSE ACCOUNT MANAGEMENT

- To act as main point of contact for the warehouse regarding all operational queries, incl. operational issues that impact the day-to-day fulfilment of orders as well as fulfilment and delivery for the customer
- To check and verify the warehouse invoice on a monthly basis as well as collate the correct amount of service credits due to VisitBritain because of sub-standard performance by the warehouse (until this task has been moved to Finance)
- To carry out stock takes with the warehouse, investigating variances (until this task has been moved to Finance) and to report any variances occurring in the stock reconciliation to the eCommerce Senior Operations Manager before write-off
- To monitor warehouse performance across all set parameters (delivery performance, fulfilment accuracy, stock management, etc.) and raise any concerns or insufficient performance levels with eCommerce Senior Operations Manager
- To coordinate any promotional activities done with the warehouse
- To regularly liaise with the eCommerce Exec team regarding all warehouse and delivery related issues
- To ensure all fulfilment and delivery issues are logged correctly by the eCommerce Exec team
- To ensure correct delivery times are set across all shops
- To communicate to warehouses any special fulfilment requirements in relation to offers, as well as SKUs for new products as required
- To coordinate any amendments required for email templates needed for products fulfilled by the warehouse
- Optimisation of current fulfilment processes in collaboration with the global Fulfilment partner and to closely work with the eCommerce Senior Operations Manager to implement solid and streamlined fulfilment processes for new products, both to be fulfilled by the VisitBritain Shop team or the global Fulfilment partner
- To work closely with the warehouse and continue to develop the warehouse portal, enable access to different reports, exporting data and monitoring the activity in partnership with the warehouse
- To travel to warehouse as required by line manager

OFFLINE

- To deliver excellent customer service to existing offline customers
- To integrate existing offline customers into gold / silver / bronze framework
- To work with Product to grow the number of offline customers
- To ensure no commission is given away unnecessarily
- To display exemplary behaviour during all interactions with both customers, suppliers and key internal and external stakeholders
- To continue maintaining the working relationship with Cubic, working closely together to ensure timely deliveries of stock, exchange of relevant information, swift processing of stock orders and stock in transit, reimbursement for faulty items

REPORTING

There are 4 main reporting areas which are part of this role – affiliates, trade sales, eCommerce team reports and competitors. All reports are required to be run accurately and on time, as well as providing detailed and useful commentary and suggestions for improvement / change. The below is subject to change in line with changing requirements of the business.

- Affiliates:
 - weekly performance of bronze / silver / gold affiliates incl. commentary, as well as monthly performance summary
- Trade sales:
 - weekly discount code usage report (provided by Analytics) – comment on report and provide deeper insights, as well as monthly performance summary
 - weekly trade customers report - who buys online with discount code as well as who buys offline. Split by bronze / silver / gold trade customers, as well as monthly performance summary
 - TfL – monthly Cubic sales report
- eCommerce team:
 - Customer service – weekly performance of Sales team via both email and telesales channels, as well as monthly performance summary
 - incident reporting – keeping a log of all times WorldPay and Sitecore are down as well as quantify the losses incurred through those technical faults
 - monthly refund report (incl. running total on cancellation fees as money retained)
- Competitor analysis:
 - weekly and monthly overview, incl. price comparison of main competitors as well as strategic suggestions to Management on how to use this information

In addition to running the above reports there should be a continuous striving to improve / automate the existing reports to streamline the processes as much as possible.

PROJECTS

An integral part of this role will be to deliver a number of projects of varying sizes that will benefit both the business and the team. The below list of projects is not exhaustive and will be amended, extended or changed as per business requirement. Project suggestions from the Exec that will close potential operational gaps will also be considered and included in the project list as per business requirement:

- To create a dashboard for all KPIs relating to the Retail team (refund performance, CS performance, stock performance, targets, etc.)
- To carry out task analysis for entire Retail team, identifying further possible opportunities for streamlining or moving tasks out of the team and the global fulfilment partner, as well as implementing the suggestions as agreed with Management
- To create an impact analysis template and carry out impact analysis after crisis situations (e.g. WorldPay issue, Westminster attack, etc.)
- To collate fraud rules that will feed into Risk Guardian set-up
- To re-organise G:Drive
- Margin review with Product in time for price negotiations for the new FY18-19 – collate all data required for Senior Product Manager to negotiate new rates.
- To create holistic offers calendar that combines both Product and Merchandising actions and timelines and requirements

- Any ad hoc projects that are requested by Management

OPERATIONS

- To support the Operations team with the order checks on a daily basis if required
- To process stock in transit for all online shops on a monthly basis
- To liaise with the various suppliers on stock deliveries to the global Fulfilment partner, ensuring a timely turnaround to avoid running out of stock on any of the VisitBritain Shops
- To manage stock levels, stock takes and reconciliations across all London redemption desks
- To ensure all stock revaluations are carried out when required and inform Finance of any COS changes across the physical product range

TEAM PROJECTS

- To reliably deliver team projects to a high standard as well as against set deadlines (e.g. Site Audit, VB.com, etc.)
- To contribute to the work of the team as required, including data entry and checking, problem solving, producing reports and presentations, etc.
- To share knowledge and best practice from external networking events with your team and the wider organisation
- To lead on the training programme and its complete delivery for any new starters to the highest quality, incl. sign-off by the other trainers involved

TEAM CULTURE

- Works to promote and support a positive working culture within the team at all times

SUPPORT AREAS

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

CUSTOMER SERVICE

- To deal promptly and professionally with customer email and telephone enquiries, meeting the established SLAs
- 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 guide and advise customers with the aim of converting to purchase
- To work collaboratively with E-Commerce Operations Manager (Customer Service) on unusual or high impact cases
- To help customers to successfully place their orders in case of initially refused payments in the gateway

OPERATIONAL PROCESSES

- To liaise with Product raising any supplier based fulfilment issues
- To work with other members of team to resolve content or booking issues and communicate any customer feedback to team
- To feed into the monthly Profit & Loss analysis, adding insights won through customer service, providing insights into performance and ideas for resolutions and improvements
- To request refunds accurately in the system across all shops, following the internal refunds process
- To liaise with the Finance Team in order to sort out any issues relating to refunds or returned items
- To support the Managers in End-of-Year tasks, submitting reports/data/figures if required

PRODUCTS

- To translate and update products descriptions and e-vouchers
- To activate products on the shops and make sure that they are displayed correctly
- To work with eCommerce Operations Manager to deliver the Merchandising and Affiliate strategies

SHOP MANAGEMENT

- To monitor the shops for bugs and carry out end-to-end testing on fixes
- To generate tactical promotion ideas that are applicable to local shops or can be rolled out across all VB shops
- To feed back any platform related issues to E-commerce Platform Manager and create temporary fixes until these are resolved

FULFILMENT ACTIONS

- To process any required bookings across all shops for orders where VB acts as Fulfiller (e.g. Warner Bros. bookings for different dates, etc.)
- To fulfil orders for new Products as and when required (e.g. Houses of Parliament)
- To create fulfilment processes for new products as required by Product team