

Job Description – e-Commerce Data Administrator

Key responsibilities:

The e-Commerce Data Administrator has responsibility for all the data management of a busy ecommerce department including product, price, customer and stock. This is a key role that supports both the content and marketing functions.

This role requires excellent understanding of excel and the applicant should be confident using pivot tables and excel formulas. Ability to create macros and complex spreadsheets is desirable. The role will include the extracting of data from other LK Bennett systems and the conversion of that data to manageable formats.

Website

- Responsible for creation of all online pricing feeds to all ecom systems – both bulk uploads and individual changes
- Coordinate and communicate pricing changes to the web team
- Creation of product upload files from the merchandising system for the Content Manager including consolidation of information from several sources using excel.
- Monitoring of stock levels across 3 systems using excel and reporting of stock discrepancy issues to Content Manager
- Creation of all upload files for Portal Tech using the ETL Tool
- Creation and maintenance of the ecommerce range plan
- Improvement of all systems and processes

Analysis

- Maintenance of the merchandising file for the analytics tool
- Use of the analytics tool to create ad hoc reports
- Creation of staff and customer surveys both online and offline
- Collation of survey and reporting data into meaningful reports and business data
- Identifying next steps for further analysis

Customer Data

- Responsible for the download, collation and upload of all customer data from tills to email marketing tool
- Transfer of transactional data from tills to email marketing tool
- Transfer of transactional data from the website to the email marketing tool
- Creation of email marketing segments based on activity and preferences
- Liaison with the Web Producer and the email marketing company to drive performance.

3rd Party Websites

- Ensure accurate data is supplied in the correct formats to the relevant third parties
- Day-to-day liaison with 3rd parties to ensure all information displayed is up to date
- Liaison with LKB merchandisers

Core competencies:

- Excellent excel skills including formulas and conditional formatting
- Advanced excel skills including macros is desirable
- Strong numerical and analytical skills
- Self motivated, assertive and pro-active
- Able to identify problems and find prompt resolutions
- Effective project management skills
- Work well under pressure to meet tight deadlines and support the business objectives to drive profitability
- Attention to detail
- Ability to translate data into meaningful business information

Application Process

Please send a copy of your CV with a covering letter detailing your suitability for the role to kates@lkbennett.com.

Deadline: All applications must be received by Wednesday 31 March 2010.