

## Job Description

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<b>Job Title:</b>	E-Commerce Coordinator
<b>Department:</b>	Print and Retail Solutions
<b>Reports To:</b>	Associate Director, Operations and Strategic Initiatives
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	February 2019

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### **Primary Purpose**

The e-commerce sales channel is a key pillar of Print + Retail Solutions' (P+RS) ambitious vision to achieve overall financial sustainability. As such, the E-Commerce Coordinator plays a critical role in the department. The incumbent is responsible for overseeing the smooth operation of the P+RS e-commerce sales channel, in order to maximize efficiency, sales and customer satisfaction. The E-Commerce Coordinator plays an integral role in reaching new customers online, growing e-commerce revenue, increasing customer retention and loyalty, and in process improvement related to e-commerce activities.

### **Key Accountabilities**

#### **Marketing**

- Works with the P+RS Marketing team to integrate and complement sales, marketing and customer engagement strategies across multiple channels, resulting in cohesive omni-channel approaches to all initiatives and a seamless customer experience
- In collaboration with the Marketing, Buying and Merchandising teams, ensures that the e-commerce site is up-to-date at all times
- Works closely with the Management Team to build strong customer service policies, procedures and training programs

#### **Evaluation and Improvement**

- In collaboration with the Manager, Accounting and Financial Analysis, develops KPIs for evaluation of service levels and areas for improvement
- Continuously seeks out and employs industry best practices in an effort to improve P+RS e-commerce performance, ensuring that as many metrics as possible can be measured by objective KPIs
- Collaborates with Shipping & Receiving, Accounting, Buyers, Business Development and IT teams to identify challenges and develop recommendations to support departmental goals and objectives through effective allocation, inventory and shipping processes
- Assists with analysis, review and recommendations to improve all aspects of the online customer experience
- Actively scans the e-commerce marketplace, identifying and assessing products, trends and innovations that P+RS can leverage to better serve its customers and remain a leading online retail site

#### **Operations**

- In collaboration with the IS team, identifies and works to resolve any customer-facing or platform issues as quickly as possible to minimize downtime and customer inconvenience
- Regularly meets with the Shipping & Receiving Manager to evaluate and improve shipping processes, in order to provide the most convenient, timely and cost-effective shipping options for customers

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- Manages database of product SKUs, ensuring accurate data to support sales via the e-commerce site
- Ensures all tasks related to managing the addition of new products, online merchandising, product rotation and onsite promotion are completed

### **Order Fulfillment**

- Responsible for the overall end-to-end fulfillment processes for online product orders – i.e., the complete life cycle of assigned projects in P+RS including, but not limited to:
  - Daily order fulfillment processes;
  - Processing returns and refunds;
  - Taking corrective action when needed to ensure positive customer experiences; and
  - Lifting and moving product up to 50 pounds on a regular basis
- Actively takes part in inventory management monitoring and decision-making with teams from the various P+RS business units, to ensure that customers have access to products with as little interruption as possible

### **Communication**

- Interacts regularly with P+RS staff to solicit input regarding e-commerce processes and opportunities for efficiencies and improvements
- Develops, organizes and maintains procedure manuals for complete end-to-end e-commerce processes for easy access and use by P+RS staff
- Regularly updates the Management Team on e-commerce KPIs, including providing insight into potential challenges to help P+RS successfully avoid or mitigate their impacts

### **Customer Service**

- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service
- Commits to positive, professional interactions with all customers and provides appropriate level of assistance regardless of situation or location
- Replies to e-commerce customer inquiries or complaints in a timely manner, with a strong commitment to not only solving that customer's issue and preserving loyalty, but enacting new procedures to avoid its repetition

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- University degree, or equivalent education and experience

### **Experience**

- Extensive retail experience, including a strong understanding of marketing and brand loyalty; in a post-secondary environment is an asset
- E-Commerce experience is an asset.
- Experience managing projects in an environment with competing deadlines and priorities

### **Knowledge/Skills/Abilities**

- Ability to collaborate and work closely with multiple people and teams within the organization
- Natural problem-solving abilities

- Knowledge and strong commitment to the priorities and values of P+RS
- Detail-oriented personality, with the ability to handle a wide variety of competing priorities
- Forward-thinking mindset, with the ability to drive and implement ideas in a constantly evolving environment
- Excellent written and verbal communication skills
- Interpersonal and relationship-building skills
- Computer literacy with the use of retail management systems to receive and ship products accurately, maintaining the integrity of data entered
- Business acumen and analytical skills

### **Nature and Scope**

- **Contacts:** Customers, P+RS Staff, Central Stores
- **Level of Responsibility:** Responsible for ensuring timely and complete fulfillment of online orders. When circumstances or technical issues interfere with this operation, the incumbent is expected to communicate this to the Associate Director.
- **Decision-Making Authority:** This position is expected to work collaboratively, and has decision-making authority for the items outlined above.
- **Physical and Sensory Demands:** Physical effort required to lift up to 50 pounds. Attention to details, accuracy, and verbal communication with customers, co-workers and management. Multi-task environment requires excellent organizational skills for timely sequential jobs as received from customers, and prioritizing jobs as needed for efficient job completion.
- **Working Environment:** This position works in a typical retail store, office and warehouse environment, with responsibilities in multiple locations. During busy times in the business cycle, there will be an expectation of working unusual hours or schedules.