



Job Description

Job Title:	Digital Marketing Assistant
Responsible to:	Retail Manager
Location:	Based at Merlin's Bridge, Pembrokeshire
Salary:	£ Minimum Wage dependent upon age
Hours of work:	15 hours

JOB DESCRIPTION

Based at our showroom in Merlin's Bridge the post holder will support the running of the Pembrokeshire FRAMEs ecommerce shop and retail section on our new website, researching items and pricing, posting items online, writing eye catching item descriptions, photographing stock, posting items to customers in a timely manner and maintaining excellent customer feedback from buyers by ensuring that queries are responded to efficiently and items are securely posted. This is a fantastic opportunity for the right person to work learn and develop in a rapidly growing e-commerce environment. The candidate will also be required to respond to general enquiries regarding our retail operations on social media and create interesting and inspiring promotional posts on facebook, instagram, twitter and FRAME's new blog and website.

Responsibilities

- To support the Retail Manager with FRAME's e-commerce operations and activities.
- Researching items for identification and pricing
- Photographing items to create maximum interest
- Ensuring listing capabilities of the operation are accurate and maximized
- Ensuring all listings are done in a manner that best attracts views/bids
- Maintaining effective stock control of listed items
- Keeping records
- Maintaining effective control of items that have attracted bids
- Carrying out relevant sales administration.
- Ensuring adequate security and safety of items
- Responding promptly to enquiries
- Ensuring purchased items are packaged appropriately and sent out in a timely manner
- Following health and safety policy & procedures
- Creating inspirational retail promotional posts for social media
- Supporting a small team of digital marketing participants and volunteers



Skills Required

- A competent IT user experienced in use of social media and online ecommerce sites
- Excellent display skills, including photography and written communication
- Good communication skills
- Excellent approach to customer care
- Organised and professional approach to work
- Good team player

In addition, the successful applicant will be expected:

- To assist in other duties and activities which support Pembrokeshire FRAME.
- To maintain a first-class level of customer service ensuring that all customers and clients are treated efficiently and in an appropriate manner.
- To work within the relevant legislation, policies, and procedures including GDPR.
- To participate in the Annual Appraisal Process.
- To actively support equality and diversity policies of Pembrokeshire FRAME.
- To attend training courses as identified and agreed for appropriate development.
- To work within the Health and Safety at Work Act, the postholder has a legal duty to take reasonable care for Health and Safety both for themselves and others who may be affected by their actions.
- To undertake other duties not specifically stated which from time to time are necessary without altering the nature or level of responsibility.

Last Updated 11th August 2020