

POSITION DESCRIPTION

POSITION DETAILS	
Position Title	B2B eCommerce Content Co-ordinator
Reports to (Position Title)	B2B eCommerce Manager
Department / Division	Marketing
Nature & Number of Direct Report	0
Nature & Number of Indirect Reports	0
Date	December 2021

PURPOSE STATEMENT

As a key member of the B2B eCommerce team, the B2B eCommerce Content Co-ordinator delivers excellence in creative production and execution, aligned with the B2B trade marketing strategy, always conforming to brand and visual identity guidelines, with a strong focus on accuracy, consistency, and adherence to deadlines.

The role aligns closely with both merchandise and marketing functions within the business and owns the delivery of the B2B eCommerce content strategy.

KEY ACCOUNTABILITIES OF POSITION		
Accountability Description	Measure	Weighting
1. Website Content – Creation and Maintenance	<ul style="list-style-type: none"> Create and maintain all B2B website content in line with best practice and relevant B2B strategies including design style guides and search engine optimisation rules. Ensure that all content is accurate, reviewed and checked by the appropriate subject matter experts if required, with the correct sign offs and documentation. Liaison with marketing partners to co-ordinate production of other electronic material as required. Collaborate with the B2B eCommerce Copywriter to create and produce content as required Provide & review required reporting metrics and ensure accurate measurement and assessment of all content produced. Assist in the optimisation of conversion and performance for all content and digital assets. Maintain and update B2B sites as required. 	50%
Performance Standard:	<p>Below Standard: Output misses key points outlined in brief. Inaccuracies demonstrate inability or failure to properly check work. Content is delivered inappropriately for medium. Reporting is incomplete or inconsistent.</p> <p>At Standard: Work is accurate and according to brief, brand guidelines and appropriate for channel. Uploads go live seamlessly. Reporting is accurate and provides a basic understanding of performance.</p>	

	Above Standard: Work demonstrates compelling visual creativity and standout messages, driving increasing levels of engagement. Reporting metrics are detailed and provide insight into optimisation opportunities.	
2: Promotions loading.	<ul style="list-style-type: none"> • Load promotions, catalogue imagery and all supporting content on to the website in accordance with the promotional schedule. • Contribute to development of digital channel to facilitate improved return on investment. 	30%
Performance Standard:	<p>Below Standard: Catalogues appear late and do not function correctly</p> <p>At Standard: Loading of content follows best practice and is easy to navigate.</p> <p>Above Standard: Consideration to end user is given prior to loading to optimise channel as a sales driver.</p>	
3: Compliance, & Health & Safety	<p>Understand and adhere to all compliance requirements, internal & external, that govern the company's activities, including:</p> <ul style="list-style-type: none"> • Comply with all legal requirements that impact upon your role. • Comply with all Health & Safety guidelines and procedures. • Comply with Mitre 10 (NZ) Ltd policies and procedures. • Work in a safe manner and follow all safety procedures. • Report hazards, incidents and work related injuries / accidents promptly in accordance with company Health & Safety policy. • Participate in the Health and Safety Hazard awareness process. 	10%
Performance Standards	<p>Below Standard: Non-compliance with any Health & Safety policies or procedures. Unethical or illegal activity.</p> <p>At Standard: Compliance and no avoidable incidents. Honesty and fairness in all activities.</p> <p>Above Standard: Proactive in implementing suggestions and ideas.</p>	
5: General	<ul style="list-style-type: none"> • Be a role model for the company's values: Customer Driven; Honest and Fair; One Team; Down to Earth; Strive for Excellence. • Pursue opportunities for personal development and improvement, staying up-to-date with industry benchmarks and training. • Undertake any other duties or responsibilities your Manager feels are appropriate given your role and skills. <p>Provide clear/concise verbal and written communication to our internal and external customers.</p>	10%

FINANCIAL & PROJECT DIMENSIONS	
Total Revenue accountability	0
Annual Operational Expense Budget	0
Annual Capex Budget	0
Expenditure authority maximum	0

Project Spend (if applicable)	0
Project Impact (e.g. whole organisation, business unit)	0
Delegated Authority levels (if applicable)	0

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
Trade & Category Teams	Co-ordination and collaboration
eCommerce Team	Co-ordination and collaboration
Trade Marketing team	Co-ordination and collaboration

CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE	
External Environment (economic climate, competitor activity, ownership):	Lack of adequate briefing from key stakeholders. Lack of availability to required services and resources.
Other challenges or complexities that may impact on the ability to deliver outcomes	

POSITION HOLDER SPECIFICATIONS	
Qualifications required	<ul style="list-style-type: none"> Relevant design/graphics courses
Total years of experience required	<ul style="list-style-type: none"> Minimum 1 year experience in a similar role
Other specific Technical skills required (e.g. advanced excel)	<ul style="list-style-type: none"> HTML & Graphic design skills, Enterprise level CMS experience. Familiarity with design and content management software, email tools and deployment systems Familiarity with structure of customer databases and search engine optimisation techniques Experienced in the manipulation of images, digital assets, web design tools and associated software. Ability to meet deadlines and multi-task to balance varied timelines and multiple briefs.
Competencies required:	<ul style="list-style-type: none"> Work well with others, utilising effective communication Know the business – industry and competition, and demonstrate business acumen See things differently, be adaptable and flexible, look to embrace change and continuous improvement Drive results through effective planning and organisation, problem solving and initiative. Lead by example, demonstrating integrity, honesty and personal accountability.

ORGANISATIONAL STRUCTURE