

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-47-2021
Company Name	Marie France SAL
Industry	Retail
Vacancy	E- Commerce Manager
Job Type (<i>FT, PT, Contractual, Seasonal</i>)*	Full Time
Major	Management, Marketing , Digital Marketing , any related degree
Years of Experience	Minimum 4 years
Education	BA and MBA is a plus
Location	Ghazir – Keserwan
Remuneration & Benefits	
Tasks & Responsibilities	<ul style="list-style-type: none"> *Developing, monitoring, writing and updating product content contained on eCommerce websites/portals. * Working with product management, sales, graphics, and other relevant departments to provide updated content. * Possessing a comprehensive understanding of account-specific SEO best practices, pricing policies, media assets, inventory and/or pre-orders. * Possessing a strong knowledge of the eCommerce space including competitive strategies, marketing strategies, product development, consumer research, usability best practices and industry trends. * Using Spreadsheets or Excel (pivot tables, vlookups etc) in addition to web analytics to stay organized and monitor changes in product sales and identify opportunities for improvement. * Creating frameworks that transform our social media sites into highly profitable platforms. * Directing the activities of Software Developers, Copywriters, and Graphic Designers to ensure careful adherence to predetermined strategies. * Reviewing the security of checkout pages and payment procedures. * Creating promotional offers and checking to see that these are uploaded precisely. * Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies. * Examining sales-related metrics to inform restocks. * Reporting on the utility of existing and novel strategies.