

Job Description: Ecommerce & Marketing Coordinator



Department: Clothing

Job role overview: To assist and support to the PR and Marketing Manager & the Ecommerce Manager in the Triumph Clothing Department

Report to: PR and Marketing Manager & Ecommerce Manager

Location: Harrowbrook Road, Hinckley, Leicestershire

Duties and Responsibilities:

OVERALL

- Facilitating the execution of the Global clothing strategy
- Responsible for supporting the PR & Marketing Manager, driving the day-to-day running of the clothing marketing department.
- Support the Marketing and e-commerce team with all administrative duties in a timely manner
- Ensure effective collaboration across departments and markets
- Merchandising key HQ areas seasonally such as the reception area and flagship store at the Factory Visitor Experience, this task may extend into any newer public / employee areas developed

MARKETING & PR:

- Aid influencer seeding programme through sourcing new influencers and arranging the gifting parcels
- Helping to organise global shoots, pre shoot prep and return shoot prep, logistics & organisation.
- Image management – asset management & communication
- Supporting the social media strategy to drive awareness of the collections and increase traffic to the e-commerce store.
- Competitor analysis – monthly – what is going on, upcoming events, new influencers spotted on competitor brands that we could reach out to
- Sample room management: Keeping the stock room organised and tidy at all times. Know where samples are, everything on hangers, boxes labelled and organised.
- Assist the PR and Marketing manager with the planning & organisation of shows, press days and any other events as necessary throughout the season, both internally and externally
- On hand support and attendance at key events where possible on behalf of the brand
- Organisation of Key GTM & Launch moments, including working with the global markets for a successful Launch

E-COMMERCE:

- Ensure the website is kept fresh, updating content regularly and in-line with marketing campaigns
- Assist in eCommerce development testing, placing test orders and logging/reporting issues
- Assist with day-to-day site maintenance, logging/reporting bugs and refining customer journeys
- Manage the eCommerce image bank, being the go-to person for images and ensuring they're being used effectively on site
- Work with the eCommerce Merchandiser to optimise the experience on Product Listing Pages
- Work with the eCommerce Marketing Executive to design and create bespoke assets for marketing campaigns
- Take a creative approach to delivering best in class digital customer experiences
- Help manage and track the process for new product/season launches, ensuring all assets are created and shared in an efficient and timely manner
- Work with the Product Team and Marketing Executive to refresh product information, writing engaging copy that highlights key features
- Develop and execute a content plan to assist the delivery of the Marketing calendar and that is in line with SEO initiatives
- To undertake and assist with projects as required by your Manager.
- Any other ad-hoc duties as required by your Manager.

Person Specification: Ecommerce & Marketing Coordinator



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	University degree or higher education in a Marketing related field
Professional Experience and Skills	<p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p> <p>Able to prioritise tasks effectively.</p> <p>Exposure to retail environments and fast paced workplaces.</p> <p>Ability to multi-task with exceptional organisation and time management skills.</p>	Previous experience of working within an automotive /manufacturing environment.
Personality and Motivation	<p>Self-motivated and resilient.</p> <p>Flexible and adaptable.</p> <p>Able to take instruction and work under pressure.</p> <p>Excellent communication skills.</p> <p>Clear and concise written and verbal skills</p>	Keen interest in Motorcycles and technical clothing products.
Appearance and Characteristics	Well presented and professional	
Circumstances	<p>Available on a full time, permanent basis.</p> <p>Flexible and able to attend photoshoots around the UK.</p>	