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## JOB DESCRIPTION – E-COMMERCE SPECIALIST

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**Job Title:** E-commerce

**Department:** Information Technology (IT)

**Reports To:** IT Manager

### Job Overview

The E-commerce Specialist at Trendie plays a pivotal role in driving the success of our online retail operations. This position is responsible for managing and optimising our e-commerce platforms to enhance the overall customer experience, increase sales, and align with Trendie's strategic goals. You will oversee the seamless functioning of our online sales channels, collaborate with cross-functional teams to implement digital marketing strategies, and ensure our digital presence remains competitive in an evolving market.

### Key Responsibilities

- **Platform Management:** Manage and maintain Trendie's e-commerce platforms, ensuring optimal functionality, performance, and a seamless, user-friendly shopping experience. This includes continuous updates, troubleshooting, and technical improvements.
- **Digital Marketing Collaboration:** Collaborate with the marketing and product teams to develop, implement, and evaluate digital marketing campaigns aimed at driving online traffic, increasing sales, and promoting brand awareness.
- **Performance Monitoring:** Regularly track and analyse key website performance metrics, such as traffic volume, conversion rates, and customer engagement. Identify areas for improvement and implement solutions to optimise site performance.
- **Search Engine Optimisation (SEO):** Enhance product listings and site architecture to improve search engine rankings, drive organic traffic, and increase overall online visibility.
- **IT Coordination:** Work closely with the IT and development teams to roll out new e-commerce features, system updates, and platform improvements in a timely and efficient manner.

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# Trendie

- **Data Analysis and Reporting:** Conduct thorough analysis of sales data, customer behaviours, and online trends to inform decision-making and identify opportunities for growth and innovation.
- **Promotion and Campaign Management:** Strategically plan, execute, and manage online promotions, discount campaigns, and special offers to maximise revenue and customer engagement.
- **Technical Support:** Provide technical support and troubleshooting assistance to ensure the e-commerce platform operates without disruption, particularly during peak traffic periods or special events.
- **Industry Research:** Stay up to date with the latest industry trends, emerging technologies, and best practices in e-commerce and digital marketing, ensuring Trendie remains at the forefront of the digital retail space.

## Qualifications and Experience

- **Education:** A Bachelor's degree in E-commerce, Marketing, Information Technology, or a related discipline is required.
- **Experience:** A minimum of 3 years of experience in e-commerce management, digital marketing, or a similar role within an online retail environment.
- **Platform Expertise:** Extensive experience with leading e-commerce platforms such as Shopify, Magento, WooCommerce, or equivalent, and a proven track record in managing online sales channels.
- **Digital Marketing Expertise:** Strong understanding of SEO, SEM, PPC, email marketing, and other digital marketing techniques aimed at driving online sales and customer acquisition.
- **Data and Analytics Proficiency:** Skilled in using web analytics tools such as Google Analytics, and able to derive actionable insights from data to improve website performance and sales outcomes.

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## Skills and Competencies

- **Analytical Skills:** High-level analytical thinking and problem-solving abilities to interpret complex data sets, identify patterns, and drive data-informed decisions that improve platform performance and user experience.
- **Communication Skills:** Excellent written and verbal communication skills, enabling clear and effective collaboration across multiple departments, including marketing, IT, and product teams.
- **Project Management:** Demonstrated ability to manage multiple projects simultaneously, meeting deadlines and delivering results under pressure.
- **Customer-Centric Focus:** A strong attention to detail, with a focus on enhancing the customer's online shopping journey and ensuring a positive user experience.
- **Technical Proficiency:** Competency in HTML, CSS, and other web technologies is highly desirable and advantageous.

## Working Conditions

This is a full-time role based in an office environment, though it may require occasional after-hours work to support major online sales events, resolve urgent technical issues, or implement time-sensitive website updates. The E-commerce Specialist will work closely with multiple teams to ensure e-commerce initiatives are executed successfully.

## Key Performance Indicators (KPIs)

- **Sales Growth:** Monitor and achieve growth targets in online sales revenue through effective management and optimisation of the e-commerce platform.
- **Website Performance:** Regularly assess website traffic, conversion rates, and user engagement to ensure continuous site improvements.
- **Marketing Campaigns:** Measure the impact of digital marketing efforts in driving customer engagement, acquisition, and sales.
- **User Satisfaction:** Maintain high levels of user satisfaction by providing a seamless and enjoyable online shopping experience.
- **Timely Platform Updates:** Ensure all planned website updates, feature rollouts, and technical improvements are executed within the required timelines.



# Trendie

## **Company Values and Culture**

At Trendie, we are committed to fostering innovation, customer satisfaction, and excellence in every aspect of our digital operations. The E-commerce Specialist will be an integral part of a dynamic team that values creativity, collaboration, and continuous improvement to provide an unparalleled digital shopping experience.

## **Career Progression**

This role provides a pathway to advanced positions such as Senior E-commerce Specialist, E-commerce Manager, or Digital Marketing Manager. Opportunities for specialisation in areas such as customer experience, digital strategy, or platform development are also available for high-performing employees.

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