

Staff Role: WEB COORDINATOR

This is a new position in an expanding business and the successful applicant will have to adapt to the demands of the job and will have a vital input into the direction of the business activities.

The role is to manage the day to day running of the entire web operation under the guidance of the directors of Brookbank .. This will involve close liaison with other departments and personnel within the company especially the Project Manager and the Design, Marketing and Purchasing department

Specific Duties

- To define and deliver improvements in customer experience, site functionality and accuracy, continually enhancing and improving the website to reflect ongoing brand developments
- To maintain product database on the web
- To maintain and utilize customer database effectively to maximize sales
- To oversee and be involved with the efficient processing of all web orders and enquiries
- To co-ordinate and implement effective marketing in liaison with the Marketing and Design departments e.g. E-news. banners etc
- To plan, forecast and report on sales, costs and business performance, according to company requirements
- To keep abreast of competitor activity
- To liaise with and utilise support from suppliers, merchandisers and other partners as required
- To liaise with and utilise support from other departments in the company i.e. purchasing, accounts, satellite shops
- . Any other duties required to maintain and grow the business.

Staffing

- To supervise, motivate, train and develop a small group of staff
- To manage staff competences in their specific areas of expertise, so as to optimise and sustain web sales performance, profitability and customer satisfaction
- To ensure company policies and guidelines are adhered to by all staff

Personal development

- To develop personal and managerial skills and capability through on-going training, as provided by the company or elsewhere subject to Company approval

PERSONAL SPECIFICATION

<u>WEB COORDINATOR</u>	Essential	Desirable
<u>Skills and Experience</u>		
Previous experience of web management	Yes	
Background Knowledge of Paddlesports and/ or Sailing		Yes
Previous supervisory experience		Yes
Knowledge of HTML and CSS		Yes
Conversant in SEO		Yes
<u>Self Management</u>		
Able to work on own initiative / Self motivated	Yes	
Flexible in approach to work	Yes	
<u>Communication skills</u>		
Good Communicator	Yes	
<u>Personal Attributes</u>		
Be Honest and Trustworthy	Yes	
Good organiser	Yes	

