



E-COMMERCE COORDINATOR

Our E-commerce Coordinator (ECC) is responsible for overseeing our e-commerce stores to ensure smooth online operations. The ECC will be involved with a combination of marketing, customer service, product management, and logistics. The ECC will work proactively to encourage the sale of parts and merchandise to achieve personal, outlet and company targets. It is expected that the role holder will support all Company standards in relation to personal and professional conduct and work to attain Company goals and objectives throughout employment.

Main Responsibilities

Customer Service:

- Be the first point of contact for customers for any online enquiries regarding merchandise and parts.
- Throughout all interactions foster excellent relationships to enable a first-class service and encourage continued custom.
- Handle online customer enquiries, orders, complaints, and returns.
- Drive incremental parts sales through pro-active communication with any online customers.
- Ensure online stores are well presented and clear detail is provided with accurate descriptions, images and pricing information to give the customer the best online experience.

Sales:

- Assist with preparing and maintaining online display, with frequent uploads of product listings to our e-commerce platforms, working to the number of listings required by the company.
- Take photographs of products for uploads of product listings to our e-commerce platforms, working to the number of listings required by the company and following a consistent process and brand guidelines.
- Respond promptly to any confirmed ecommerce orders.
- Ensure outlets have the relevant information for timely dispatch of goods sold.
- Deliver on parts sales targets for self, outlet and company.
- Work with Marketing to further promote parts campaigns and suggest/ implement promotional strategies to boost traffic and sales.
- With help from Marketing, ensure products and website pages are optimised for search engines.
- Collaborate on content creation where required (e.g., blog posts, videos) to improve visibility.
- Travel when required to other outlets to liaise and support our parts teams to ensure

Inventory Management:

- Monitor stock levels and update product availability. Work closely with our Parts teams to identify opportunities for parts sales.
- Organise inter-depot transfers of products to ensure timely delivery for the customer.
- Ensure payments are handled as per procedure.
- Complete invoicing and administrative tasks as needed.
- Ensure stock is stored correctly and all walkways are clear and free from obstruction.



Product Knowledge:

- Develop and maintain an in-depth understanding of the parts and products sold.

Order Processing:

- Process customer orders ensuring they are fulfilled accurately and promptly.
- Provide accurate pricing and prepare quotes for customers.
- Oversee the order fulfilment process from order placement to shipping.
- Track shipments and resolve any issues with delivery.

Technical Support:

- Offer advice and troubleshooting assistance to customers regarding parts compatibility and usage, or obtain the relevant information from internal sources to give a timely response to the customer.

Person Specification

- Strong communicator with the ability to effectively explain parts and products to customers and understand customer needs with the ability to overcome any objections.
- Influence and persuade customers to make purchases and suggest additional products.
- Build and develop strong customer relations to encourage continued custom and ensure we remain the John Deere dealer of choice.
- Possess strong attention to detail ensuring accuracy in order details, product numbers, pricing, CRM and Website/Platform administration.
- Some familiarity with E-commerce Platforms like Shopify and eBay.
- Strong understanding of social media, including Facebook, Instagram, Tiktok & Youtube.
- Proactive and organised work ethic, with the ability to work on own initiative and strong communication skills.
- Ability to handle multiple tasks and deadlines effectively.