



Open Position: Web Sales Coordinator

Start Date: January 2016

Department: Sales and Marketing/Serrv

General Purpose: The Web Sales Coordinator will join our energetic marketing team to achieve Serrv's mission of creating fair trade opportunity for artisans and farmers worldwide. This position is responsible for leading our online sales growth. They will manage website updates, analytics tracking and reporting, and optimizing our customer's online experience. This position is also tasked with managing SEO, Adwords, and other web advertising with some external support. In addition this role will be responsible for email management, reporting, and testing. The coordinator will continuously review web data and improve our website with the goal of growing our web-based consumer and wholesale sales. This person must be passionate about web marketing and sales, attentive to detail, and committed to Serrv's mission.

Essential Duties and Responsibilities:

- Lead Serrv's growth in online sales to consumers, community wholesale and retail stores.
- Ability to apply relevant and appropriate recommendations to Serrv for increased online sales based on trends found in our web analytics.
- Monitor web site and maintain up-to-date information and optimized user experience.
- Plan and implement online marketing initiatives including Adwords, organic search, referrals, and paid advertising.
- Analyze, track and report on web site metrics, email campaigns, Adwords and any online advertising quarterly, annually, and as needed within weekly sales meetings.
- Provide recommendations for online advertising targeting consumers.
- Support the creation and execution of email campaigns and maintain relationship with email vendor.
- Manage email testing, personalization, automated messages, and segmentation.
- Requires some customer and product list/spreadsheet management, particularly with emails and the launch of new products or web sales.
- Work closely with the marketing staff on a daily basis as part of the team that plans and executes all marketing activities for Serrv.
- Interact regularly with other departments to ensure effective communications.
- Other duties as assigned by Sales and Marketing Director and/or President/CEO.

Category: Permanent

Pay Status: Salaried, with benefits (health, life and disability insurance, paid vacation, sick time and a retirement plan).

Hours: Full time with some weekend or evening events and speaking engagements.

Supervision Received: Works under the direction of the Sales and Marketing Director.
Access to Confidential Information: Customer account information and sales data.

Key Performance Indicators: These along with other performance data will be used to measure and evaluate the performance of the Web Sales Coordinator:

- Up-to-date and accurate web presence.
- Effectively manage web support vendors, projects, and timelines.
- Quarterly reports and analysis on performance of online tools with recommendations for improvements.
- Clear, consistent communication with other staff.
- Represent Serrv to customers and prospects with clarity and enthusiasm.
- Interact with customers and the general public in a positive and professional manner.

Desired Qualifications:

Work Experience/Education

- Experience analyzing e-commerce data through Google Analytics (online traffic, click stream data, site landing optimization, etc.)
- Experience with HTML5, CSS3, and JavaScript
- Experience managing SEO
- Computer skills in web site maintenance and basic design
- Hands-on knowledge of email marketing campaigns, best practices, and construction including basic HTML
- Strong communication skills
- Ability to adapt to rapidly changing work and priorities
- Proven ability to recognize and improve web marketing as a whole.

Work Traits

- Takes initiative, manages projects and timelines with enthusiasm
- Open to flexibility and rapidly changing circumstances
- Outstanding written and oral communication skills
- Ability to work with minimal supervision, independently, and in small groups
- Demonstrated ability to work in collaborative environment and manage programs with cross-functional teams
- Attention to detail
- Ability to perform under pressure, meet deadlines and prioritize tasks
- Excellent analytical and problem-solving skills

Advanced Education

- Bachelors or Associate degree
- Comfortable with Microsoft Office

TO APPLY:

**Send letter of application and resume to James Ramsey
at jim.ramsey@serrv.org or fax to 712-338-4379.**

No calls, please.