

Ecommerce Assistant
Commercial Operations Department
£20,000 plus attractive benefits
Based at Blackfriars, EC4

About the Royal Academy of Arts

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for its world class exhibitions including *Sensing Spaces: Architecture Reimagined*, Manet: *Portraying Life* and David Hockney RA: *A Bigger Picture*. Our purpose is to be a clear, strong voice for art and artists.

In the lead up to our 250th anniversary in 2018, we are embarking on a major redevelopment of our site in Mayfair, a substantial investment in digital and a significant transformation in how we communicate with our audiences.

About this position

We are looking for a competent eCommerce Assistant to provide administrative support to our Commercial Operations team and help us to enhance and develop our online retail operation. You will create content and publish product information on the RA Shop website, and will collate sales performance data and produce regular reports for the commercial team. You will also act as the main point of contact for our retail customers, answering their queries and processing online, telephone and fax orders.

About you

A confident user of both PCs and Macs, you will be highly IT literate, with advanced knowledge of MS Word and Excel, as well as proficiency in Photoshop, Content Management Systems and web publishing software/HTML. Previous experience of web and graphic design, SEO and using Google Analytics for analysis and reports would also be advantageous.

You will be creative, with a flair for design and layout, and possess superior written communication skills which you will use to produce accurate and engaging product descriptions for the online business channel. You will have a strong customer focus and understanding, together with a collaborative and flexible approach. An appreciation of the visual arts would be helpful, although not essential.

How to apply

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the ***How to Apply*** section of the Careers page on our website: <https://www.royalacademy.org.uk/careers-at-the-ra>

Closing date for applications: 2 July 2015 (midnight)
Interviews to be held: 7 and 8 July 2015

JOB DESCRIPTION

Job Title: eCommerce Assistant
Department: Commercial Operations
Reports to: eCommerce Manager

MAIN OBJECTIVES

To provide **content creation and administration** for the eCommerce team across the online business channel of RA Enterprises, enabling the publishing of product and offer data to the RA Shop websites.

To provide **customer service** and order processing within a busy online and mail-order sales office, acting as the main point of contact for all customers placing orders and making enquiries by telephone, email or fax.

MAIN DUTIES

Content Administration:

1. Set up, maintain and promote the online product offer presented on all RA Shop channels, including but not limited to shop.royalacademy.org.uk and royalacademyprints.com
2. Input and maintain product information into Magento - the eCommerce Content Management System (CMS) - to include liaison with Merchandising/Buying/Photography teams for images, copy, prices, keywords and other attributes
3. Organise all photography of product to be entered onto the CMS and use Photoshop for editing when required
4. Creation and maintenance of eCommerce banners, range descriptions, category structure and product hierarchy
5. Carry out on-site SEO for shop.royalacademy.org.uk through keyword planning, unique copywriting and formulating meta data metadata
6. Produce analytical data and periodical reports of KPIs as needed
7. Action promotional plans as agreed in conjunction with Marketing & PR and the Merchandising team
8. Assist with general shop site development, bug reporting and testing
9. Maximise product signposting opportunities on the main RA website by updating artist and exhibition pages on the Digital Team's bespoke CMS
10. Assist in maximising the sales for Print on Demand (royalacademyprints.com) and related services, liaising with third party suppliers

Customer Services:

1. Ensure that all customer support expectations are met or exceeded
2. Take and process orders received online and via telephone, email and mail order catalogue
3. Provide customers with prompt and professional assistance by email or telephone with any information they require or enquiries they have regarding an order or product
4. Take responsibility for resolving customer queries as quickly and efficiently as possible
5. Notify customers swiftly when orders cannot be processed due to unavailable items or a declined payment
6. Process customer returns, exchanges and refunds in a timely manner
7. Ensure paperwork is maintained in a good order and PCI guidelines adhered to
8. Work closely with the warehouse and other internal departments to ensure issues affecting customer orders or returns are resolved promptly
9. Provide cover for other Customer Services staff as required
10. Liaise with courier, freight and postal service providers.

General:

1. Ensure that Health & Safety policies, procedures and regulations are known understood and complied with by you, the team and internal and external colleagues and suppliers.
2. Undertake any other duty which may reasonably be allocated the by the eCommerce Manager, Director of Commercial Operations or other senior officer.

PERSON SPECIFICATION

General:

- Attention to detail, ability to investigate, challenge and adapt
- Highly IT literate, including proficiency in Word and Excel
- You will have an organised and methodical approach to work to ensure high levels of accuracy
- Ability to organise and prioritise own workload and act on own initiative
- Ability to cope well under pressure and to deadlines
- You will be hard working and happy to do what it takes to get the job done, with a “can-do” attitude to problem solving
- Strong interpersonal and communication skills
- Confident in using both Mac and PC

Content Administration:

- Able to demonstrate experience in eCommerce, copywriting and online marketing is **essential** e.g. Marketing graduate or previous marketing-related work experience
- Experience of using Content Management Systems (Magento) is **very desirable**
- High level of IT literacy is **very desirable** – including proficiency in **Photoshop**, web editing software/**HTML** and **Excel**
- Hands-on experience of all aspects of **web design**, including graphic design, functionality, development and **SEO** is highly **advantageous**
- Proven analytical and report production skills. **Google Analytics** experience **advantageous**
- Understand and articulate the skills/approaches needed for online business channels.

Customer Services:

- **Previous customer services experience** working with comparable products/in a similar (ideally online) fast-paced environment is **essential** e.g. call centre
- Strong communication skills (including an excellent command of English both spoken and written) and a friendly and engaging telephone manner
- You will be able to demonstrate high levels of customer service and the ability to prioritise while handling multiple tasks
- You will have a proven track record of working with a diverse client base, and a genuine interest and enthusiasm for retailing and eCommerce

- You must be flexible and happy to work non-traditional business hours during peak trading periods (including weekends and some short notice evening work).