

E-Commerce Manager

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Company: Emerald Green Media

Location: Zambia

Category: other-general

Emerald Green Media Ltd is a digital media company that owns several influential websites, including Ireland Before You Die and Meanwhile in Ireland.

These websites began as far back as 2014, but Emerald Green Media was founded in 2019 to bring them all under one company.

Ireland Before You Die (IB4UD) is our main website, and it is Ireland's most popular independent travel and culture website.

Meanwhile in Ireland is one of Ireland's biggest culture and satirical news websites.

We are recruiting a motivated and experienced e-Commerce Manager to join our team on a freelance basis.

If you have a passion for driving online sales, are adept at managing e-commerce platforms like Shopify and Etsy, and can work with tools like Printful, we invite you to contribute your expertise to our growing online shops for Ireland Before You Die and Meanwhile in Ireland.

The Role

Your responsibilities will include:

1. Shop Management:

Take ownership of the online shops for Ireland Before You Die and Meanwhile in Ireland on Shopify and Etsy.

Optimise product listings for maximum visibility and conversion.

Monitor and manage inventory levels, collaborating with suppliers as needed.

2. Sales Growth:

Develop and execute strategies to boost online sales and revenue.

Utilise analytics to identify opportunities for growth and optimization.

Implement pricing and promotion strategies to enhance customer engagement.

3. Advertising and Marketing:

Plan and execute targeted advertising campaigns to drive traffic and sales.

Leverage social media and other channels for effective promotion.

Collaborate with the marketing team for cohesive promotional efforts.

4. Product Development:

Work with designers and suppliers to introduce new, appealing products.

Stay informed about market trends and customer preferences.

5. Printful Integration:

Utilise Printful for seamless order fulfilment and product customisation.

Ensure the smooth operation and optimisation of the Printful integration.

6. Analytics and Reporting:

Monitor and analyse e-commerce metrics to gauge performance.

Provide regular reports on KPIs and actionable insights.

Ideal Profile

The ideal candidate will have:

Proven experience in managing e-commerce platforms, specifically Shopify and Etsy.

Familiarity with Printful for order fulfilment and product customisation.

Demonstrated success in increasing online sales and revenue.

Proficiency in running and optimising digital advertising campaigns.

Analytical mindset and the ability to derive insights from data.

Contract Details

Freelance position, up to 14 hours per week.

Flexible working hours, allowing you to work from anywhere in the world.

Ongoing collaboration based on project needs and performance.

What's on Offer?

Opportunity to make a positive impact

Work alongside & learn from best in class talent

Opportunity within a company with a solid track record of performance

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