



## Role Profile

# E-Commerce Executive

Contract	<b>Part time 16 hours per week</b>
Salary	<b>£20 per hour</b>
Location	<b>Maison de Jersey, St Helier / La Mare Wine Estate, St Mary Jersey</b>

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La Mare Wine Estate & Distillery is looking for an ambitious and experienced e-commerce Executive to lead the company's online retail growth ambitions.

This role requires a self-starter who is passionate about the products with which they work to develop and implement digital strategies to grow our online retail outlet, Maison de Jersey, an extension to the successful La Mare brand.

Working closely with the MD and the companies preferred external agencies, you will be responsible for creating and implementing a digital marketing strategy to develop and grow the awareness of the Maison de Jersey e-commerce site and increase revenue to meet specified targets. Ongoing review, improvement and maintenance of the site are key requirements of this role.

You'll have the opportunity to promote outstanding locally crafted products from the Estate's award winning Gin to brandy, vodka wine and cider along with artisan confectionary and preserves.

You will be used to managing and creating accurate, brand-aligned content in a fast-paced environment and will be capable of working autonomously within our small and friendly team.

The ideal candidate will have a proven track record in the e-commerce industry, a passion for locally made products and an affinity to the wonderful island of Jersey. You will naturally possess great digital marketing skills, have an analytical mind and be driven by sales results.

Christmas is the most exciting and busy season for Maison de Jersey and you will be required to lead the successful annual hamper sales campaign, exceeding sales and revenue targets year on year.

If you're looking for an exciting role in which you can grow, share your ideas, make a real positive impact to the success of the business and work within a friendly environment then this is the role for you.

This role is based at the Maison de Jersey retail outlet in St Helier but will also involve working closely with the team at our St Mary Estate.



## Role

The e-commerce Manager will create and implement innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to the Maison de Jersey website and generate income.

Working alongside relevant team members and partners you will create engaging written, graphic, and video content while staying up to date on latest ecommerce, digital and social media technologies.

Training will be provided if appropriate to ensure the chosen candidate is constantly updating their skills within the sector.

## Responsibilities

- Responsible for all Maison de Jersey e-commerce activities
- Continuously develop and improve the online customer experience
- Drive online sales through digital acquisition to meet agreed targets
- Build optimised landing pages and bespoke online journeys to support marketing campaigns and trading initiatives
- Writing, editing and publishing engaging web copy, aligned to approved messaging
- Challenge existing process and proposing new ways to present the brand proposition online
- Continuously improve by capturing and analysing the appropriate data/metrics, insights, and best practices, and then acting on the information
- Oversee channel development strategies, website architecture and infrastructure requirements
- Collaborate with other departments (production and sales etc)
- Liaise with external suppliers including graphic designers, photographers, marketing consultant etc.
- Assist Marketing Executive on specific tasks related to Maison de Jersey as required

## Requirements

- Proven working experience in e-commerce marketing or as a digital specialist
- A recognised qualification in e-commerce strategy or digital marketing
- Knowledge of web design, web development, and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English

## Useful Links

- [www.lamarewineestate.com](http://www.lamarewineestate.com)
- [www.maisondejersey.com](http://www.maisondejersey.com)
- @ lamareestate
- lamarewineestate

