

## JOB DESCRIPTION: eCommerce Executive



**Salary:** £24,000 per annum pro rata

**Contract:** Part-time, 18-month fixed term contract, with a 6-month probation period

**Hours:** Three days a week (potential for flexible working hours)

**Location:** Remote, though occasional face to face meetings in Birmingham may be required

**Reports to:** Director of The Emma Press

**Closing date for applications:** Wednesday 17<sup>th</sup> February 2021, 12pm GMT

**Interviews held:** Monday 15<sup>th</sup> March 2021 via video call, slots assigned between 9.30am-4.30pm.

**Start date:** As soon as possible

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The Emma Press is an independent publisher specialising in poetry, short fiction and children's books, with a growing list of translations. It was founded in 2012 by Emma Dai'an Wright, who currently runs the business on her own, and has published over 90 titles to date.

The Emma Press has been awarded funding from Arts Council England's Elevate programme, which is intended to allow diverse-led organisations to build organisational resilience by building their capacity to deliver their mission, develop new partnerships and increase levels of income.

This is a temporary, part-time post to last the remaining duration of the Emma Press Elevate project. The post holder will be subject to a formal probationary period of six months.

The Emma Press wishes to encourage applications from candidates who are under-represented in the creative industries.

### Role profile

The Emma Press is looking for a part-time eCommerce Executive to take over the eCommerce operations from the Director, and to grow the direct sales channels. This role requires initiative, organisational skills, imagination and an analytical mind.

The role will suit a self-motivated person with retail experience and a strong grasp of WordPress, Google Analytics, and social media. This role is ideal for someone excited by the challenge of growing an audience for non-mainstream books, and with excellent written communication skills and an understanding of the Emma Press brand.

As a remote working role, there is no set location for this position, but you will need access to the internet and will be required to join regular calls with the Director and future team members for progress updates.

### Main purposes of job

1. To generate online sales growth for The Emma Press and achieve sales targets
2. To explore different digital marketing strategies and analyse the results
3. To nurture relationships with the customer base and increase membership to the 'Friends of the Emma Press' subscription scheme

## Key tasks

### Online shops

1. Optimise and maintain the Emma Press online shops ([theemmapress.com](http://theemmapress.com) and [Etsy](https://www.etsy.com))
2. Liaise with the warehouse and the Director about logistics and fulfilment of shop orders
3. Engage with existing online shop customers and explore ways of strengthening these relationships and enhancing the customer experience
4. Manage the 'Friends of The Emma Press' subscription programme

### Marketing

5. Plan and execute product release schedules for frontlist titles, as well as promotions for backlist titles
6. Liaise with Inpress Books and freelance publicists to co-ordinate marketing strategies
7. Produce newsletters and manage social media content across our platforms while ensuring maximum accessibility to all materials
8. Analyse the results of marketing campaigns and develop new strategies
9. Write marketing copy and create images for the online shops, social media and newsletters
10. Use the marketing budget for social media advertising campaigns and to create flyers, catalogues and other items, in digital and print

## Key performance measures

- Achieve agreed monthly direct sales targets
- Achieve agreed monthly targets for increased newsletter subscriptions and paid subscriptions
- Explore and evaluate a range of digital marketing strategies

## Person specification

### *Must have*

- At least two years of retail experience in a professional environment, including product release experience
- Knowledge of IT software including Microsoft Office, WordPress, and Google Analytics
- Experience of developing and implementing social media and online marketing campaigns
- Strong sense of initiative and the ability to analyse and strategise, and to prioritise effectively
- Imagination and problem-solving skills, enabling innovative strategies to sell books
- Strong organisational and written communication skills
- The ability to create marketing materials in keeping with the Emma Press's visual brand identity
- Commitment to The Emma Press's values of inclusivity and accessibility

### *Desirable*

- Knowledge of IT software including WooCommerce and Mailchimp
- Knowledge of advertising on Facebook, Twitter, Instagram and Google Shopping
- An interest in literature, especially poetry, children's books and translations
- An understanding of the book trade

## **How to apply**

If you would like to apply, please prepare your CV document as well as your covering letter document telling us why you are interested in the role and explaining how your experience and skills make you a suitable candidate. Then fill out [the application form](#) by the deadline of **12 noon, Wednesday 17<sup>th</sup> February 2021**.

Closing date for applications: **12 noon, Wednesday 17<sup>th</sup> February 2021**.

Shortlisted applicants will be contacted by email by **Wednesday 3<sup>rd</sup> March 2021**.

Interviews via video call: **Monday 15<sup>th</sup> March 2021**

Please note that applicants must have a legal right to work in the UK.