

SFI JOB DESCRIPTION



DOCUMENT#: F-1086-19

REVISION #: 1

JOB TITLE: Website Coordinator			
DEPARTMENT:	Marketing	REPORTS TO:	Digital Marketing Manager
POSITION TYPE:	FULL TIME	CONTENT REVISION #:	1
REVIEWED BY:		APPROVED BY:	
REVIEWED DATE:		APPROVED DATE:	

SUMMARY:

The Website Coordinator will handle day-to-day tasks associated with our website and assist with optimizing digital functions across all channels to meet target KPIs. This position will assist the marketing team in various stages of planning and executing website enhancements, maintenance, and digital marketing campaigns

JOB FUNCTIONS

Essential job functions:

- Maintain and update website content using ecommerce and content management systems
- Assist with the continuous improvement of the website
- Support marketing and IT teams with trouble shooting and website testing
- Assist in developing email campaigns
- Assist in optimizing, monitoring, measuring, and reporting digital campaigns and projects

Secondary job duties:

- All other duties as assigned

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education:

- College degree in Marketing, Communications, Digital Media or a related field

Experience:

- 2+ years' experience in a digital marketing role

Skills & abilities:

- Experience with ecommerce and website content management systems is required (Magento and/or Mura preferred)
- Strong understanding of HTML and CSS

SFI JOB DESCRIPTION



DOCUMENT#: F-1086-19

REVISION #: 1

- Knowledge of SEO, SEM, digital display ads, social media ads, and other online advertising tactics
- Experience with troubleshooting and testing website repairs and improvements
- Knowledge of email marketing best practices
- Experience with email service providers
- Quick to understand technology and ability to quickly become an expert in new tools
- Ability to work both independently and with a team
- Excellent verbal and written communication skills
- Ability to work in a fast-paced environment and effectively prioritise while maintaining attention to detail

Computer skills:

- Knowledge of MS Office products
- Experience with backend ecommerce and CMS website functions

OTHER INFORMATION

Supervisory Responsibilities:

- None

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 20 pounds.

Travel:

- None

Career Path (Optional):