

# PT's Coffee Roasting Co.

Job Title:

## **eCommerce Administrator**

**Department:** Customer Service

EC1 = Customer Sales, Service, and Support - eCommerce

Our Mission:

***Exceptional Coffee  
Lifelong Friendships  
Wisdom to Appreciate Both***

Core Values:

*How we accomplish our mission is as important as the mission itself!  
Fundamental to our success are these core values:*

**Service:** *Go the extra mile on service. Do more than the customer expects. Help them to succeed. Be proactive and timely.*

**Quality:** *Seek the best coffees grown on earth, pay a fair price, roast to order, teach and follow proper grinding and extraction standards, and serve it fresh. Never, ever accept less and help our customers to do the same.*

**Caring:** *Our commitment is to our customers, our co-workers, our community and the farmers who produce the coffee we buy, roast and sell.*

**Frugal:** *Be cautious and prudent with expenditures without compromising quality, efficiency, accuracy, or value to the customer.*

**Integrity:** *Be honest, professional, and ethical in all dealings.*

**Consistency & Improvement:** *Never stop learning. Constantly create and improve systems to increase accuracy, efficiency, and consistency. Always put the customer's needs first.*

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**Position:** eCommerce Administrator

Monday-Friday 9:00am-5:00pm (with some nights and weekends)

**Location:** PT's Coffee Roasting Plant, Topeka

**Probationary Period:** 90-day

**Compensation:** Salary

**Benefits:** Group Health Insurance Plan; Vacation and Sick Days; Life Ins. and Disability after 90 days; Company Contribution to IRA after 2 years

**Job Introduction:** The eCommerce Administrator is responsible for running and growing the eCommerce business while creating the best possible customer experience. The role is responsible for implementing the overall eCommerce strategy including optimizing site features, inventory forecasting and management, site merchandising and optimization, and researching and reporting of web analytics and web technologies. Role will work closely with the Customer Service Department to ensure a good user experience. Role will also work with marketing to implement a promotional calendar, marketing/advertising programs, and website content.

An ideal candidate will have 2+ years experience in eCommerce and a working knowledge of Google Analytics, Adwords, and other tools. Shopify experience a plus. Wordpress experience a must.

### **Summary of Role:**

- Work with eCommerce tools to build traffic and sales via the website and other channels (Shopify, Adwords, Mailchimp, Google Shopping, Amazon)
- Plan, define, and implement website changes and functional improvements
- Monitor key performance indicators on the website and develop plans to improve them
- Responsible for uploading product images, copy, and other content to the site
- Facilitates online store settings and maintenance tied to products and promotions
- Research Google Keyword Planner for SEO optimization when creating content for product detail pages
- Work with Operations Manager to audit inventory
- Work with marketing and design team to help execute online marketing strategies and promotions

### **Qualifications and Skills**

- Understanding of the disciplines required to drive traffic to retail websites (PPC, email marketing, link generation, online pr, SEO, offline marketing and pr, affiliate programs, etc.)
- Understanding basic web technologies (FTP, browsers, basic HTML)
- 1-2 years relevant experience in eCommerce, including experience with CMS. Wordpress and Shopify experience preferred
- Understanding of content management tools and site analytics technologies

## **Detailed Responsibilities Include:**

### **Website**

- Update product information and content on the website
- Keep content managed areas updated (copy and artwork)
- Manage website configuration and parameters (ie inventory management, subscriptions, payment gateways, etc.)
- Investigate and report any operational/technical issues arising
- Scope and document ongoing website functional projects / improvements
- Test and deploy functional projects / improvements
- Evaluate approaches and strategies to improve website sales conversions and customer engagement
- Create promotional codes based on digital marketing strategy
- Maintain other sales channels and resolve errors (Google Shopping, Amazon, Facebook, etc.)

### **Marketing**

- Understand and develop sources of traffic: Mailchimp, SEO, PPC, affiliates, social media, etc.
- Work with marketing team to implement and support campaigns
- Investigate, evaluate, and assess new ways of generating additional traffic / conversions
- Produce reports to analyse the performance of all online marketing campaigns and promotions

The listed duties must be learned and accomplished within 90 days of being hired. All resources necessary to accomplish these goals will be made available.

In addition to performing the specific production duties listed above, each employee is required to learn about coffee and embody our company vision. Employees are encouraged to participate in cuppings and workshops held by PT's. If you have a passion for learning more about coffee and the dynamics of its production and distribution throughout the world, then this is the perfect place to start!