AUBURN
Human Resources

Spec II, Online Marketing & Sales

Job Description

JOB INFORMATION

Job Code	EF10B
Job Description Title	Spec II, Online Marketing & Sales
Pay Grade	SL08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
Exemption Status	Exempt
Approved Date:	7/28/2021 10:37:41 AM
Legacy Date Last Edited	5/24/2022

JOB FAMILY AND FUNCTION

Job Family:	Sales
Job Function:	Bookstore

JOB SUMMARY

Reporting to the Bookstore Communication & Marketing Manager, the Online Marketing & Sales Specialist manages the e-commerce operation at the Bookstore to include website analysis and optimization, sales growth, improving the user experience, and online order fulfillment.

RESPONSIBILITIES

- Responsible for the overall content of the Bookstore website, including overall site appearance, written copy for landing pages, curation of merchandise for online catalogs, and creation and maintenance of individual product pages with detailed product copy and description.
- Creates the best possible e-commerce experience for Bookstore customers within the current point-of-sale system, including accessibility of website content and ADA compliance, and exemplary customer service.
- Optimizes the Bookstore website to increase sales, limit bounce rate, improve search engine optimization, and increase prominence in search engine results.
- Oversees all steps of the order fulfillment process, including merchandise selection, charging, shipment, and customer service.
- Analyzes and measures site performance using Google Analytics and Semrush, or similar tools, and adjusts content to increase user satisfaction and boost visibility.
- Maintains the Bookstore website’s paid digital advertising campaigns to drive website traffic, including ad copy, keyword selection and bidding, and ad relevance.
- Collaborates with the Marketing Manager to plan, promote, and implement events to online customers, and tracks the success of the promotion.
- Performs cost analysis of the online ordering department to ensure profitability, including shipping costs, labor costs, and shipping supply costs. Forecasts daily, monthly, and yearly sales for online orders and produces reports based off of previous years’ sales figures and trends.
- Assists as needed during busy periods with processing orders and resolving customer service issues or wherever there may be a need.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	In Management, Business Administration, Marketing, Public Relations, Liberal Arts, or related field	and	2 years of	Experience in retail management, online sales and marketing management, and/or customer service.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

REQUIRED PRE-EMPLOYMENT/ONGOING SCREENINGS

Financial History Check

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking				X		
Sitting				X		
Lifting	X					
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching				X		
Talking					X	
Hearing					X	
Repetitive Motions					X	
Eye/Hand/Foot Coordination					X	

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.