
Auburn University Job Description

Job Title:	Spec, Online Mktg & Sales	Level I	Grade SL07 \$40,000 - \$64,000
Job Code:	EF10	Level II	Grade SL08 \$45,000 - \$72,000
FLSA status:	Exempt	Level III	Grade SL09 \$48,700 - \$82,800

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.

Essential Functions

1. 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.
2. 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.
3. Optimizes the Bookstore website to increase sales, limit bounce rate, improve search engine optimization, and increase prominence in search engine results.
4. Oversees all steps of the order fulfillment process, including merchandise selection, charging, shipment, and customer service.
5. Analyzes and measures site performance using Google Analytics and Semrush, or similar tools, and adjusts content to increase user satisfaction and boost visibility.
6. Maintains the Bookstore website's paid digital advertising campaigns to drive website traffic, including ad copy, keyword selection and bidding, and ad relevance.
7. Collaborates with the Marketing Manager to plan, promote, and implement events to online customers, and tracks the success of the promotion.
8. 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.
9. Assists as needed during busy periods with processing orders and resolving customer service issues or wherever there may be a need.

Supervisory Responsibility

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

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Management, Business Administration, Marketing, Public Relations, Liberal Arts, or related field

Focus of Experience

Experience in retail management, online sales and marketing management, and/or customer service.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

See Job Family Levels

Certification or Licensure Requirements:

None Required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires walking, sitting, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires standing, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 5/24/2022
