

Job description & person specification

Employer:	The British Mountaineering Council
Job Title:	E-commerce Co-ordinator
Duration:	Permanent
Remuneration:	£25,000 per annum plus excellent benefits including generous holiday allowance and company pension, (healthcare and life insurance after qualifying period)
Hours of work:	9.00 am to 5.00 pm, Monday to Friday (35-hour week), although the BMC does operate a flexi time system between the hours of 8.00 am to 6.00 pm and is trialling hybrid working.
Department:	Commercial
Location:	BMC, 177-179 Burton Road, West Didsbury, Manchester, M20 2BB
Direct Reports:	None

E-commerce Co-ordinator

The BMC is the national body for climbers, walkers and mountaineers in England and Wales. The organisation has over 80,000 members, more than 38 staff and a nationwide network of volunteers. Through GB Climbing, we are also the National Governing Body for sport climbing and are at an exciting time as we develop the infrastructure of our elite performance programme and the inclusion of sport climbing as an Olympic sport confirmed until LA28.

This post sits within the Commercial department and forms part of the Marketing and Communications team. The role requires a proactive and organised individual with experience of working in an e-commerce or online retail capacity, ideally with a passion and understanding for the outdoors. The post holder will need to enjoy working in an informal and busy environment working across the range of BMC teams to deliver BMC objectives.

Job Outline

The E-Commerce Co-ordinator will lead on the development of the BMC online shop and have responsibility for defining and delivering against agreed commercial targets. The role will also provide expertise and support across wider e-commerce activities at the BMC ensuring they are integrated and aligned to best-practice. You will support the head of the department, the Chief Commercial Officer, to shape and deliver the commercial strategy for the online shop, ensuring the e-commerce capabilities are fit-for-purpose and maximising potential. Working with key colleagues across the team and organisation, this exciting role will involve a focus on merchandising, product sourcing and development, in addition to managing systems, reporting and day-to-day fulfilment and operations.

The postholder will also have an understanding and passion for the outdoors and environmental issues and not-for-profit organisation aims, being able to embed this ethos of sustainability and purpose-driven activities into a commercial enterprise within the organisation.

KPIs

- Sales and profit
- AOV£/IPT/CR%
- Customer satisfaction.

Specific work areas:

- Management and co-ordination of daily operations for the BMC online shop including customer order processing, stock management and stock ordering.
- Working with Membership colleagues to deliver best-in-class online and fulfilment customer experience for both new and existing customers, managing customer enquiries in a polite and timely manner.
- Working with the Content Co-ordinator, ensure that the website and offline publications are regularly updated with creative, engaging brand-aligned content supporting e-commerce targets.
- Working with IT colleagues, drive continuous site improvements to maximise conversion, increase average order value, items-per-transaction, cart abandonment and other key metrics.
- Using Google Analytics and other systems, monitor, track and analyse performance data across the site, and regularly analyse competitor activity – reporting weekly and monthly on agreed KPI's.
- Working with colleagues, product buying/sourcing responsibilities based on data-driven evidence from sales, analytics and customer insight. Pricing responsibility to meet profit and revenue targets.
- Monitor and manage BMC stock levels for all shop items.
- Working with the Digital Marketing Co-ordinator, driving traffic and sales to our Ecommerce site through digital marketing channels – including paid, database and email activity
- Identifying areas of growth for the online shop and wider organisation product and service activities.
- Copywriting point-of-sale for products and work closely with marketing to define a strategy for event merchandising.
- Working with Membership colleagues, develop appropriate promotions for seasonal / event offers to members and non-members – adding value to membership proposition and supporting sales.
- Work with designers to produce a range of BMC branded merchandise.
- Ensure products uphold the BMC environmental policy, supporting our environmental and conservation work, and source products that comply with ethical sourcing criteria now and for the future.

Secondary and supporting work areas:

- Plan and co-ordinate retail activity at events attended or delivered by the BMC – supporting wider marketing initiatives.
- Support MarComms colleagues with social media channel management.
- Support the Content Co-ordinator with website and content editing, publishing and UX.
- Support relationships with BMC partners and sponsors, maximising the relationships for all stakeholders.
- Any other such work the organisation may ask you to undertake from time to time.

Skills & Person Specification	Essential / Desirable
Experience working in an e-commerce role.	Essential
Merchandising and/or product sourcing/buying (including pricing).	Essential
Developing promotions for events, seasons and campaigns.	Essential

Using Google Analytics and other systems for monitoring and reporting.	Essential
Stock management and fulfilment processes.	Essential
Self-motivated and proactive with the ability to use initiative to help make a difference to the commercial performance of the online shop and wider e-commerce.	Essential
Good attention to detail with the ability to ensure brand consistency across all communications channels.	Essential
Requirement to occasionally work weekends and long hours at events.	Essential
Organised and able to work effectively and to deadlines.	Essential
<i>Experience developing SEO performance.</i>	<i>Desirable</i>
<i>A knowledge and passion for the outdoors, ideally climbing, walking or mountaineering</i>	<i>Desirable</i>
<i>Merchandising and/or product sourcing/buying (including pricing).</i>	<i>Desirable</i>
<i>Experience sourcing based on principles of sustainability and ethics</i>	<i>Desirable</i>
<i>Experience working for an outdoor, activity or sports brand/organisation</i>	<i>Desirable</i>
<i>Experience of representing a brand at events</i>	<i>Desirable</i>
<i>Experience of digital marketing – including social and paid (ppc and display)</i>	<i>Desirable</i>
<i>Experience of creating/editing/producing written content</i>	<i>Desirable</i>
<i>Web management or publishing experience</i>	<i>Desirable</i>

As a representative organisation, working across England and Wales, we welcome those who can read and speak the Welsh language.

May 2022