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MARKETING AND E-COMMERCE ADMINISTRATOR RUSSIA

If this seems like the perfect job for you, please get in touch by sending your CV with an accompanying cover letter to: maria.bek@match-hospitality.com

Job Description	
Job Title:	Marketing and E-commerce Administrator Russia
Reports To:	Marketing and E-Commerce Manager Russia
Direct Reports:	N/A

Term:	Fixed Term Contract until December 2022
Job location:	Russian
Language requirement:	English

Job Summary:	The Marketing and E-commerce Officer is to support the Marketing and E-Commerce team in the handling of all tasks required for the maintenance and management of our event websites and related marketing activity including: - Creation of in-language web, social, print and other marketing content - Website content and image uploading - Inventory review and testing - Website checking and testing in our user acceptance testing environment - Testing of new web interfaces on a range of devices - Support and help for in-language marketing across channels including display, print, social and online - Pre-sales customer support on email, social or other channels as needed This role requires proficient knowledge of a range of content management and digital systems, as well as strong marketing and communication skills. This role also requires support in the efficient handling and processing of pre-sales, sales and customer service enquiries and all related administration. This role is responsible for supporting in compiling e-commerce website statistics, reports and analysis.

Relationships

External relationships:

- Service Providers
- MATCH Hospitality customers including individual & corporate as well as online & offline
- Third-party development teams

Internal relationships:

- Finance Team
- E-commerce Team
- Customer Service Team
- Sales Team
- Sales Administration Team
- Marketing Team
- Fulfilment Team
- IT Team
- Senior Management

Key skills and requirements

- First language knowledge and demonstrated professional experience creating content and marketing materials in English
- Fluent verbal and written business communication in English essential
- Experience in an e-commerce environment, managing content and web updates, purchasing flows and other elements
- Experience with digital web platforms and technology especially content management systems
- Experience with use of analytics systems and experience reporting results from said systems
- Experience managing social systems, email tools or live chat functionality beneficial
- Knowledge of image software (Adobe and Photoshop) beneficial
- Experience with UX and testing tools beneficial
- A high level of initiative and ability to work on multiple projects at once under tight deadlines
- Ability to identify issues, effectively communicate needs and quickly learn new concepts and technical details
- Strong organisational, communication, strategic and problem-solving skills
- Sales & Customer Service experience beneficial
- Any other key event languages (Arabic, Spanish) looked upon favourably

Key job functions and responsibilities

Ecommerce Operation:

- Uploading, management and maintenance of text, visual and rich media content
- Knowledge of multiple content management tools (Sitefinity and Umbraco preferred, but other tools accepted)
- Knowledge of and experience with the Microsoft Office 365 suite, SharePoint, JIRA, Google Analytics
- Interacting closely with the e-commerce sales team, Sales team, IT and Marketing team to gather, monitor and analyse performance data and provide feedback on existing buying trends.
- Working with the E-commerce Projects Manager to ensure that the e-commerce platforms are thoroughly tested, accurate and up to date including content, product inventory and other elements
- Working with the team on e-commerce site releases, changes or updates, including but not limited to, one or more of the following:
  - Conducting the UAT (user acceptance tests) testing within assigned projects and developed software.
  - Tracking e-commerce testing results by prioritising and logging any defects picked up as well as re-testing once defects are corrected by the development team.
  - Executing test data and configuration requirements, providing feedback to technical teams and logging faults in JIRA accurately and efficiently.
  - Carrying out further quality assurance checks on content, layout, functionalities and flow of the e-commerce platform and related systems weekly or as required. Executing post-go-live checks on e-commerce platforms to ensure fully tested, high quality and consistent product delivery.
  - Taking ownership of and completing project tasks on a timely basis.

Marketing support:

- Working with your area E-commerce and Marketing Manager, the E-commerce Projects Manager and other members of the Marketing team to support on marketing tasks as needed, including content creation, translation or transcreation.
- Creation of, or support with, social and email communications in-language as needed
- Support with web copy, brochure copy, website or social standard responses and other content tasks as needed
- Provide language and cultural insight into your markets and guide and assist the marketing team in the creation of the best possible campaigns for your target audiences

- Support with the transcreation and quality assurance of offline materials where needed as quality assurance

Pre-sales support:

- Responding efficiently to leads and queries generated from the various MATCH Hospitality e-commerce platforms in English as well as working actively to streamline the processing of queries.
- Working with MATCH Hospitality's Websales and Customer Service teams to respond to customer enquiries across a range of channels including email, social and live chat if needed
- Responding to customer enquiries as needed and working with global teams to draw up responses to customer queries and requests in accordance with the standards and procedures.
- Supporting on sales requests, processing orders and support processes
- When necessary, channelling requests to the correct department for investigation.
- Timeously following-up requests and updating systems.
- Assisting the E-commerce Projects Manager with releasing customer communications and ensuring that the online team meets all pre-defined communication milestones.
- Ensuring that all complaints, queries, or feedback received from customers - which is logged on the E-commerce website or via email - is responded to within the contractual timeframe.

Processes:

- Supporting in ongoing reviews of the Marketing and E-commerce processes to ensure that they are relevant by eliminating pitfalls and identifying potential improvements relating to online processes to deliver the best possible user experience.
- Participating in periodic reviews of the standard responses, processes and procedures to ensure that they are relevant to the prevailing conditions of our events, as well as keeping the rest of the team informed.
- Interacting closely with other members of the E-commerce team to ensure that they are able to effectively support Customer Services, IT and Marketing, to gather, monitor and analyse performance data and provide feedback on Webshop buying trends and customer queries.
- Offering suggestions and improvements to online customer experience and purchasing sales processes.

Systems, Tools & Platforms:

- Effective use of all digital e-commerce related platforms and processes including but not limited to proprietary administration systems, the Microsoft Office 365 suite, SharePoint, JIRA, and our Customer Service platforms.
- Assist with usability testing of E-commerce online tools.

Reporting:

- Working with the rest of the E-commerce team to support on reporting to accurately monitor metrics (including but not limited to): Sales statistics, e-commerce websites customer statistics, and website performance and marketing campaign performance

Ad hoc tasks:

- You will be required to assist with ad hoc tasks as and when required.
- The nature of our events is such that it may be necessary to amend or add to your responsibilities as we get closer to events and you will be required to perform any task that is allocated to you, specific to the projects at hand. Amendments will be discussed and agreed between MATCH Event Hospitality and yourself.

General

- Working hours are 10:00 – 19:00 Monday - Friday. Due to the nature of the business the Employee will be required to work after hours and on weekends on occasion as required.
- The Marketing and E-commerce Administrator Russia agrees to:
  - Diligently, timeously and efficiently carry out duties assigned by his/her manager or senior member of the team on any projects he/she may be involved in
  - Ensure that all appointments are diarised and that his/her immediate line manager is always aware of his/her movements.
  - Copy at least your line manager or the E-commerce Project Manager on all correspondence sent out.
  - Provide his/her full support to MATCH Hospitality in meeting deadlines which require his/her input.
  - Manage telephonic and consultative queries and respond to information requests and queries.
  - Manage and treat all matters of a confidential nature, oral or written with tact and discretion.
  - Communicate appropriately with colleagues, clients and other stakeholders.

- o Demonstrate a positive attitude to his/her work, his/her manager and his/her colleagues.
  - o Work collaboratively with the wider MATCH Hospitality team.
  - o Follow all policies and procedures related to absence, sickness, business travel and expenses, and ensure this is all done within the agreed timeframe.
  - o Understand and strictly adhere to the rules and regulations established in the company's internal policies including but not limited to those on fire, hygiene, health and safety.
  - o Adhere to internal MATCH Hospitality policies and procedures, Branch's local normative and non-normative regulations.
  - o Adhere to relevant Qatar legislation, as detailed in the employment contact.
- Other issues are settled via the Branch's internal procedures in accordance with the effective Qatar legislation.