JOB PROFILE

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| **DEPARTMENT: Marketing** | **POST TITLE:** eCommerce Product Content Executive (France) |
| **SALARY: Depending on experience** | **REPORTS TO: eCommerce Brand Manager (FR & DE)** |
| **HOURS: 40 hours per week** | **RESPONSIBLE FOR: N/A** |

The following information is provided to help applicants understand and appreciate the general work content of their post and the role they are to play at Limitless Digital Group Limited (LDG). The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the salary has been established on this basis.

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| **Key Purpose of Post:**  |
| The eCommerce Product Content Executive will be responsible for providing translated product descriptions across the business’ websites and marketplaces, ensuring that for each product the customer is provided with descriptive and accurate content, ensuring they receive the best experience possible. |
| **Main Responsibilities of Post:**  |
| * To undertake the translation of product content from English for use on the company’s international websites, ensuring the quality of the content is maintained while making adjustments for the intended audience and the website brand.
* To actively review the front-end of the websites to ensure that content is up-to-date and well presented, and to work with the Merchandising team to ensure that products are merchandised effectively across descriptions, images, specificationss, add-ons and upsells.
* To provide translations for product manuals, user guides, instructional videos and any other product-related content
* To understand our product range and utilise that knowledge to provide high-quality informative content that provides the best possible customer experience on the company’s websites
* To support providing copywriting services for our websites and brands, including the production of category descriptions and any other website content, with the goal of driving improvements to the Organic marketing channel as well as customer engagement. This will also entail proactively reviewing the frontend of the website to ensure that content is correct, up to date and implemented according to brand standards and best practices.
* To take on any other responsibilities or tasks that are commencurate with the salary of the post and are within the employee's range of skills and abilities, whenever reasonably instructed.
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**PERSON SPECIFICATION**

A person specification is a profile of who could best perform the job; it describes the attributes, skills and experience which are required to successfully perform the role.

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| **Knowledge:**  |  |
|  | **Essential/ Desirable** |
| * Knowledge of Bathroom and Heating Products.
* Knowledge of HTML.
* Knowledge of Wordpress Platform.
 | * Desirable
* Desirable
* Desirable
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| **Experience:**  |  |
|  | **Essential/ Desirable** |
| * Experience of translating English content
* Experience of writing high quality online content.
* Experience of writing high quality online content such as blogs or articles.
 | * Essential
* Desirable
* Desirable
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| **Qualifications:** |  |
|  | **Essential/ Desirable** |
| * Degree-level qualification in Marketing, Business or Relevant European Language.
 | * Desirable
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| **Skills & Ability:** |  |
|  | **Essential/ Desirable** |
| * Fluent written language skills in either English and French
* Pro-active and outgoing approach, not afraid of hard work and willing to put in the extra effort to succeed.
* Ability to write, edit and proof read grammatically correct content is essential.
* Exceptional attention to detail.
* General interest in all aspects of digital marketing.
 | * Essential
* Essential
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| **Communiation:** |  |
|  | **Essential/ Desirable** |
| * You will be able to communicate clearly and effectively with a diverse range of people (both verbally and in writing).
* You are able to explain things clearly and precisely to others.
* Actively listens, shares information, and proposes suggestions and solutions;
* You show respect and fairness when communicating, taking into account the feelings of others.
 | * Essential
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| **Behaviour & Personal Characteristics:** |  |
|  | **Essential/ Desirable** |
| * A committed and effective team player with a clear customer focus.
* A positive ‘Can do’ attitude towards all aspects of the role.
* Demonstrates the values and behaviours that we expect at all times.
* Build rapport and displays integrity at all times.
* Treats everyone equally, with respect and dignity.
* Enthusiastic and flexible team player with high expectations of self and others.
* You will be able to adapt to new work challenges and situations, adopting a positive attitude to change.
* Constructively challenges and accepts constructive challenge from others.
* Resiliant & calm when under pressure, able to balance conflicting priorities and manage their time well.
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