

eCommerce Assistant

Reports to: Director of Marketing

Key Relationships: Digital Marketing Coordinator, Writer/Editor, IT Manager, Dir. of Marketing, Membership Manager, Dir. of Philanthropy, Dir. of Education, Education teams, Gardenshop Manager, and Gardenshop teams.

FLSA: Salaried non-exempt

Summary: The eCommerce Assistant will work directly with multiple CMBG departments for the management and success of visual product presentation online. The eCommerce Assistant will serve as a liaison between the Marketing department and the Education, Membership, Philanthropy, and Gardenshop departments for all online transactions. An attention to detail and an interest in online sales is required to ensure that the overall guest shopping experience is positive and productive.

Essential Functions: *(This job requires the performance of the following tasks, with or without accommodation. Incumbents may be regularly or occasionally required to assume additional responsibilities or perform additional tasks.)*

- Maintain product information database by enlisting support from various department staff (internal stakeholders) and vendor contacts.
- Research, request, review, and data entry of information necessary to set up new items including detailed descriptions, attributes, cross-references, features/benefits, documents, and images.
- Process and publish assets to the website, working with each stakeholder, managing timelines, and communicating status.
- Serve as primary contact for webstore enhancements or bug fixes, working directly with the CMBG TAM specialist and offering platform support, as needed.
- Regularly review information databases for accuracy and completeness.
- Work with Marketing staff and internal stakeholders to ensure the online visual presentation is consistent with CMBG branding, product production specs, and marketing goals.
- Assist the Digital Marketing Coordinator in the execution of website promotions.
- Assist in monitoring consistency of site elements, including category pages, landing pages, and product display pages.

Produce detailed sales reports using web metrics on a regular basis and as needed.

- Commitment to working across the organization to support the integration of IDEA (Inclusion, Diversity, Equity, and Accessibility) principles into CMBG's internal operations and its relationships with visitors and guests.

Qualifications:

Qualifications & Experience:

- Excellent communication skills
- Detail oriented and able to multi-task
- Highly comfortable with computer software such as Microsoft Office Suite, Adobe Creative Suite, and Microsoft OneDrive.
- Photography skills are a plus.
- Advanced HTML skills are a plus; no need to hand-code, but ability to troubleshoot/optimize within the environment is desired.

Work schedule: This position primarily works standard administrative hours, with some variation. In November and December, evening work is frequent. During our closed season, the position consistently works regular administrative hours.

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, work load, rush jobs, or technological developments).

Email resume, cover letter, and three references to: Employment@mainegardens.org.