

Web Store Specialist

The primary responsibility of the Web Store Specialist is to successfully manage the operation of the University Bookstore website and all online retail sales. The Web Store Specialist oversees website design and maintenance, implementation of merchandising and promotional strategies, and serves as a customer service representative. The Web Store Specialist also partners with all the Bookstore departments to develop and maximize an online presence for all areas, and manages the online Apple Store. The Web Store specialist reports to the Bookstore Director.

- Oversees the design, implementation and maintenance of the Bookstore website by working with MBS, making sure that a consistent look and feel is maintained.
- Proofreads and copyedits all written content on the website to ensure it is error-free
- Manages the integrity of all retail product content and data that feeds the online store (price changes, item descriptions, correct SKUs, etc.)
- Executes online store content changes using database management tools
- Administers the full lifecycle of website products and product promotions
- Works creatively to coordinate an online presence for all Bookstore departments (including textbooks) and to create unique sales opportunities both online and in-store
- Provides ongoing technical assistance to customers using the web site
- Remains current on emerging web technologies
- Actively participates in the planning process related to advertising and marketing promotional activities
- Fosters a store presence by utilizing social media tools such as Facebook, Twitter, and surveys
- Conducts all online and direct mail marketing campaigns related to the web store
- Develops and implements a dynamic event calendar to promote Bookstore events
- Utilizes and analyzes sales reports to gain knowledge and capitalize on online sales opportunities.
- Maintains copyrights, privacy acts, mailing lists and all sensitive information

- Coordinates and promotes online Apple store, including displays and web demonstrations
- Serves as the customer service representative for the Bookstore Loyalty program
- Assists the Bookstore Manager with telecommunications and marketing improvements
- Performs as the closing manager for the Bookstore on a rotating basis
- Related duties and responsibilities as assigned

Skills & Knowledge

Basic web design principles

Front Page/HTML

Photoshop

Detail-oriented

Proven Organization

Strong work ethic

Customer service

MBS experience a plus

1-3 years experience preferred