

E-commerce Specialist

As the e-commerce specialist you have the role and responsibility of looking after our website and implementing strategies to increase sales.

Some key factors of the role involve uploading content and managing the design of the website whilst overseeing security, user experience and analytics.

The main focus for our ecommerce specialist is conversion, attracting visitors by using campaigns, effective SEO, online advertising and attractive content that can convert them into leads or sales. Ecommerce sales have grown exponentially since the pandemic started and are one of our main focuses of growth.

Strategy

Scope:

- Develop SEO/PPC strategies/Marketing plans
- Responsible for the planning and execution of eCommerce initiatives
- Monitor web analytics and internal data sources
- Prepare reports and analyse conversion numbers

Requirements:

- Multiple years of experience in e-commerce.
- Strong understanding of the business side of social media.
- Multiple years of experience running Google Ads and Facebook Ads on their respective platforms.

Wordpress

Scope:

- Manage and maintain an existing multi user Wordpress site and webshop.
- Work on SEO and performance improvements.
- Upload new content, work on design changes and general improvements.
- Maintain compatibility with existing automations, workflows and various API integrations.
- Manage the existing hosting setup on Siteground.

Requirements:

- Experience in the core technologies used: Wordpress, Elementor, Woocommerce, Matomo.
- Strong understanding of SEO.
- Strong sense of needing to stay organized in an ever changing environment.

Security

Scope:

- Monitor web traffic, follow and enforce best practices
- Monitor and maintain firewall configurations and other security settings on Cloudflare.

Requirements:

- Understanding the threat model an E-commerce website faces in today's world.
- Understanding of the various offerings of Cloudflare.

Details:

Expected Start Date: December 2021

Contract: Expat contract

Salary: depends on experience

WHO WE ARE

Ock Pop Tok is a Lao based social enterprise working primarily in the field of textiles, handicrafts and design. We are one of the founding members of the Lao Fair Trade Group and practice fair trade in all areas of our business operations. Ock Pop Tok is not an NGO nor supported by international organisations. We are a private business - but we do business in the best way possible.

Our mission is to elevate the profile of Lao artisans and Lao textiles, to increase economic opportunities and facilitate creative and educational collaboration in Laos and worldwide.

We have a dynamic working atmosphere and are constantly moving forward, together - so we can expand our business operations and explore new fields of interest.

Send 1 page cover letter (PDF) and CV (PDF)

To:

Valerie Olla

valerie@ockpoptok.com