

E-Commerce Manager at MGM Muthu Hotels

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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MGM Muthu Hotels seeks to hire an E-Commerce Manager who will be responsible for assisting the Director of Sales and Marketing in online content management, seeking online marketing opportunities and managing the company's website and web traffic.

Summary

He/she develops direct and semi-direct online channels to check and to improve the Internet presence of the hotel. The E-Commerce Manager will be required to conduct research on effective website layouts and features, advise on evidence-based and experimental changes to our platforms, and monitor the effectiveness of strategies by inspecting standardized metrics. In so doing, you should ensure that you are available to furnish pertinent individuals with practical guidance, as required.

Key Responsibilities

Devising strategies that harness sales-related insights, prevailing standards, and novel developments to encourage sales in our online segment.

Creating frameworks that transform our social media sites into highly profitable platforms.

Directing the activities of software developers, copywriters, and graphic designers to ensure careful adherence to predetermined strategies.

Creating promotional offers and checking to see that these are uploaded precisely.

Reviewing copy and legal disclaimers to verify their accuracy.

Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies.

Examining sales-related metrics to inform sales strategies.

Reporting on the utility of existing and novel strategies.

Requirements and Skills

In depth knowledge of evolving web technology and trends, and how to apply it to the business

Ability to interpret web analytics to translate customer insights into successful marketing programs.”

Ability to work on a cross-functional team consisting of Marketing, Creative Design, Customer Service, Sales and IT

Adept and conversant in communicating strategy and tactical updates to stakeholders

Proven success in B2C and B2B ecommerce

Degree in marketing management, business, information systems, or similar.

Completion of a pertinent sales qualification is preferred.

Demonstrable track record of devising sales-enhancing strategies.

Sound knowledge of prevailing procedures and techniques in e-commerce.

Unmatched supervision, research, and troubleshooting skills.

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