



POSITION DESCRIPTION

-Ecommerce Coordinator-

Department:	Head Office	Award:	N/A
Reports To:	<ul style="list-style-type: none"> Brand & Product Manager Support Manager 	Location:	Port Macquarie

Primary Purpose of Position:

To coordinate and manage the day to day operation of Wilson Retail's e-commerce platforms, ensuring accurate content, efficient order fulfilment, high-quality customer service, and reliable online performance that supports sales, brand standards, and customer experience across all Wilson Retail brands.

Key Relationships:

Internal:

- Managing Director
- Brand & Product Manager
- Support Manager
- Marketing Manager
- Brand & Product Team
- Sales & Operations Manager
- Store Managers & Shop Staff
- Distribution Centre Manager

External:

- Supply Partners Sales Representatives
- Supply Partners Marketing Department
- Brand POS Merchandisers
- Technology & Software Partners
- Freight and Logistics Partners

Key Responsibilities & Duties:

Website & Platform Management

- Manage, maintain, and update Wilson Retail websites and online stores on a daily basis.
- Ensure website functionality, accuracy, and performance standards are maintained.
- Liaise with developers and technology partners to resolve issues and support continuous improvement.
- Maintain backend workflows, integrations, and data integrity between e-commerce and POS systems.
- Manage website apps ensuring all platforms remain up to date, relevant and aligned with business needs.

Product & Content Management

- Manage the end-to-end product lifecycle across online platforms.
- Publish and unpublish products in line with buying, marketing, and seasonal timelines.
- Source, manage, and maintain product imagery, copy, and specifications from suppliers.
- Ensure consistency and quality of assets across all brands and platforms.

- Update online product information in line with POS changes to maintain data accuracy.
- Coordinate e-commerce photography for house brands as required, using editing tools to ensure imagery meets brand requirements.
- Work with Buying, Marketing, and external suppliers to ensure content is delivered on time.
- Actively merchandise products online on a weekly basis or as directed.
- Build and maintain collections aligned to campaigns, launches, email marketing, and in-store activations.
- Ensure all website content is accurate, current, and aligned to brand standards.
- Maintain SEO fundamentals including product titles, descriptions, attributes, and metadata.

Order Fulfilment & Customer Service

- Coordinate online order processing from order placement through to dispatch and delivery.
- Manage store-based order fulfilment processes including picking, packing, and dispatch.
- Ensure orders are fulfilled within agreed service levels and presentation standards.
- Manage e-commerce consumables and supplies across stores.
- Monitor transactions and escalate potential fraudulent activity.
- Liaise with freight partners and stores to resolve delivery, lost, or damaged parcel issues.
- Manage the customer service inbox and act as the first point of contact for online enquiries.
- Resolve fulfilment issues as they occur.

Returns & After Sales

- Process returns, refunds, and exchanges using the returns portal.
- Assess returned products and ensure correct restocking or escalation.
- Manage damaged or faulty product claims with suppliers.
- Maintain accurate records of returns and outcomes.

Sales, Promotions & Campaign Support

- Support the execution of online promotions, campaigns, and sales events.
- Test promotions and provide feedback on functionality and customer experience.
- Assist with online components of in-store and brand activations.
- Create and maintain templated responses for common customer enquiries.

Reporting & Analysis

- Support the preparation of regular e-commerce reports including weekly, monthly, and campaign reporting.
- Provide data and insights relating to traffic, sales, conversion, fulfilment, and returns.
- Assist with identifying issues and opportunities based on performance data.

Planning & Process Improvement

- Work within agreed expense and performance budgets.
- Support online sales targets through accurate execution and operational efficiency.
- Develop and improve workflows to increase productivity and reduce errors.
- Assist with system upgrades, integrations, new store openings, and acquisitions as required.
- Own, manage and optimise performance to meet agreed KPIs.

Communication

- Communicate professionally with internal teams, suppliers, and partners.
- Ensure website changes, promotions, and issues are clearly communicated internally.
- Respond promptly and accurately to correspondence.
- Attend meetings as required.

Workplace Health & Safety

- Maintain a safe and organised working environment.
- Identify and report potential hazards to the Sales & Operations Manager.

Other Responsibilities & Duties

- Undertake additional tasks and projects as required to support the overall success of Wilson Retail, including technology and systems initiatives.

Personal Competencies:

- Experience working with a consumer-facing e-commerce platform.
- Working knowledge of CMS, POS or ERP systems, and analytics tools.
- Strong organisational skills with high attention to detail.
- Ability to use data to support decision-making.
- Basic understanding of SEO best practice.
- Proficient in Microsoft Excel.
- Clear written and verbal communication skills.
- Logical problem-solving ability.
- Action-oriented with a strong work ethic.
- Customer-focused and commercially aware.
- Team-oriented with a professional approach.