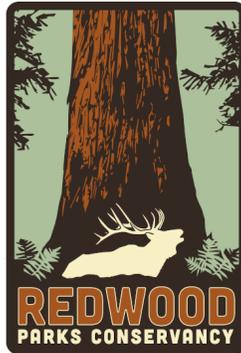


Revised July 5, 2022



JOB DESCRIPTION - E-COMMERCE RETAIL SALES COORDINATOR

1111 Second Street • Crescent City, CA 95531 • (707) 464-9150

www.redwoodparksconservancy.org • www.facebook.com/RedwoodParks

Our mission is to foster understanding, enjoyment, and stewardship by providing support to our partner agencies that are entrusted with the care of northern California's public lands.

Position: E-COMMERCE RETAIL SALES COORDINATOR

Department: Retail

Starting Wage: \$18.00 Hourly

Reports To: Director of Retail

FLSA Status: Non-Exempt

Job Summary:

This is a permanent position, up to 40 hours per week, in a drug-free, smoke-free workplace. The position is in accordance with the Redwood Parks Conservancy Employee Handbook.

This job description is a general list of job duties but may not include all potential duties required to perform the job.

This position works primarily within the RPC warehouse location. This position reports directly to the Director of Retail Operations.

PRIMARY GOAL OF POSITION:

To establish and manage a state of the art online e-commerce platform for RPC that provides significant growth through national and international sales of RPC products. Coordinator will be responsible for hitting annual growth targets and ensuring optimal customer service and satisfaction.

ESSENTIAL JOB FUNCTIONS:

Online Retail Store

- ❖ Research and formulates ways to optimize user experience
- ❖ Maintain working knowledge of best practices in marketing

Revised July 5, 2022

- ❖ Updating of the Conservancy online photos and merchandise
- ❖ Provide new product information and sale information to Social Media Manager for promotional posts.
- ❖ Use SEO to drive traffic to the site
- ❖ Serves as a primary person for online sales order processing duties.
- ❖ Maintains shipping supplies and notifies management when supplies are low
- ❖ Pack merchandise for shipping
- ❖ Notifies Management of low inventory levels
- ❖ Ensure customer information is correct on labels
- ❖ Keep track of inventory and shipments, as well as updating order progress
- ❖ Ship orders to customers in a timely manner
- ❖ Provide exceptional customer service and resolve customer problems or complaints by determining optimal solutions
- ❖ Maintain a clean, safe, and professional warehouse space, including janitorial cleaning duties.
- ❖ Maintain and adhere to proper procedures as directed by the Director of Retail Operations
- ❖ Offers suggestions to improve operations
- ❖ Constant communication with the Director of Retail Operations regarding all issues concerning product status, levels, quality, and distribution
- ❖ Ensures that all warehouse equipment is operational and notifies management of any issue
- ❖ Performs other duties as assigned by the Director of Retail Operations

OTHER JOB FUNCTIONS:

- ❖ Be a positive, supportive, and engaged member of the RPC team
- ❖ Performs other tasks as determined by RPC management

SKILLS & ABILITIES:

- ❖ Excellent interpersonal skills and professional demeanor; strong ability to work effectively with all levels of management, staff, park partners, visitors, and all suppliers
- ❖ Ability to work independently, or in a team environment with minimal supervision at times
- ❖ Willing to work varied hours, including nights, weekends, and holidays if needed
- ❖ Ability to be highly dependable and at work on time

PHYSICAL ABILITIES:

- ❖ Able to sit or stand for several hours at a time
- ❖ Able to constantly kneel, bend, and twist in order to move product in a warehouse setting.
- ❖ Able to pull, push, or carry objects weighing 50 lbs., with occasional heavier weight
- ❖ Able to sufficiently operate a motor vehicle in a safe manner at all times

MINIMUM QUALIFICATIONS:

- ❖ Valid California Driver's License required.
- ❖ Must pass a background check.
- ❖ Previous retail and/or warehouse experience is highly desired.
- ❖ Experience with Google Analytics, UX or Adobe