

E Commerce Manager

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Company: Arshad Sons

Location: Lahore

Category: other-general

Generate and update website content (products, content, promotions) Work to build traffic & sales via the website (PPC, email marketing provider, e-commerce provider, etc) Plan, define and implement website changes and functional improvements Maintain and update the online marketing plan for the website Monitor key performance indicators on the website and develop plans to improve them Job Specification Key Experience Understanding of the disciplines required to drive traffic to retail websites (ppc, email marketing, link generation, online pr, SEO, offline marketing and pr, affiliate programmes, etc) Understanding of order management/customer fulfilment in an e-commerce context Experience using software like Excel and Photoshop Computer literate and understanding of basic web technologies (FTP, browsers, basic HTML, data files) Familiar with data management Previous experience of website or e-commerce CMS Basic understanding of Google products such as Webmaster Tools & Analytics would be desirable

#J-18808-Ljbffr

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