

Ms BROWN™

Digital Marketing, E Commerce & Fulfilment Coordinator Sydney, NSW

Overview

Responsible for driving traffic and processing sales on msbrownstore.com through effective content creation and digital marketing strategies.

Reporting directly to the founder and director this is an exciting opportunity to become a valuable team member and really make an impact at a fast-growing, female-led Australian business.

Responsibilities

- Responsible for driving high value traffic and sales through the management and strategy of digital marketing including SEO, SEM and re-marketing
- Create evergreen content to be published via website, social media and emails
- Manage creation and distribution of regular marketing emails
- Manage social media re-targeting advertising
- Analyse marketing data metrics, report on and adapt strategy accordingly
- Monitor and report on e-commerce analytics to continually improve sales
- Ensure online store inventory is up to date and products always showing as in stock
- Assist with back-end website updates and tasks as required, eg. Image and copy uploads for new product launches
- Oversee processing and packing of online orders – with assistance from interns as needed
- Ensure orders are fulfilled and delivered in a timely and accurate manner
- Respond to customer queries

Ideal skills and experience

- Background in digital with experience in online retail optimisation
- Experience in search and social media marketing, optimisation and retargeting advertising
- Experience using Shopify and EDM platforms (eg. Mailchimp)
- Able to create engaging and clean content efficiently
- A problem solving and proactive, enthusiastic attitude, you are a self-starter and love to take initiative
- Well organised
- Excellent communication skills

Hours & location

This is initially a part-time role (three days equivalent) with the opportunity to work flexible hours and for those hours to increase over time if desired. Surry Hills office location (short walk to central station and many cafes) with option to also work partly from home if desired.

About Ms BROWN

Ms BROWN creates garment care and body products in Australia using all-natural and certified organic ingredients. Ms BROWN launched in 2017 and has since been featured by respected publications such as *Elle Australia*, *Vogue Australia*, *Vogue Living*, *Harper's Bazaar*, *Gourmet Traveller* and more. The Ms BROWN collection is represented by a number of leading retailers including Lee Mathews and Joyce Beauty. msbrownstore.com

To apply, email your CV to alexandra@msbrownstore.com with the job title in the subject.