



REGIONAL DIRECTOR

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Regional Director, also known as the Country Manager or Market Manager, oversees the operations of a group of stores in a specific country or region. This role involves developing business opportunities, managing operational and service excellence plans for a seamless customer experience across all channels. The Regional Director operates in a fast-paced environment, addressing operational and service excellence issues across diverse stores, promoting a positive working culture, and driving sales results.

Key Tasks
Conduct business opportunity analysis and manage franchise acquisition activities.
Drive sales performance, manage store operations and processes across the region.
Lead team to improve productivity, innovation, and develop action plans for implementation.
Manage crisis situations and ensure compliance with corporate governance.
Monitor and allocate budget expenditure, integrating business continuity management into operations.
Operationalize and manage governance, risk, and compliance within the area or region.
Provide strategic insights to the board and support the implementation of strategic objectives.
Review and forecast sales based on historical trends and market analysis.

Core Skills	Level
Building Inclusivity	Advanced
Collaboration and Teamwork	Advanced
Communication	Advanced
Critical Thinking	Advanced
Empathy	Intermediate
Numeracy	Advanced

Technical Skills
Business Operational Planning
Business Risk Assessment
Customer Experience Management
Data Analytics
Financial Budget Planning and Management
Franchise Management
People and Relationship Management
Property and Infrastructural Planning
Retailing and Economy



STORE MANAGER

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Store Manager, oversees the end-to-end operations of a retail store. This role involves driving the store's sales and service performance, engaging in innovation and productivity initiatives, and overseeing order fulfillment processes for an enhanced customer experience. The Store Manager is also responsible for overseeing the staff management and development. Operating in a fast-paced, diverse, and customer-centric environment, the Store Manager is responsible for implementing directives from headquarters and ensuring the smooth running of store operations.

Key Tasks
Control inventory, manage store facilities, and ensure compliance with corporate governance.
Coordinate crisis response and manage compliance with safety and hygiene policies.
Develop and implement service quality frameworks and manage customer satisfaction.
Lead and motivate team productivity to encourage improvement and innovation.
Manage partnerships and cultivate customer relationships for enhanced service operations.
Manage the store's sales performance and implement the organization's strategies and promotional campaigns.
Optimize workforce for service excellence and foster service innovation.

Core Skills	Level
Communication	Advanced
Critical Thinking	Intermediate
Initiative	Intermediate
Numeracy	Advanced
Planning and Organizing	Intermediate
Problem Solving	Advanced

Technical Skills
Business Operational Planning
Customer Experience Management
Data Analytics
Financial Budget Planning and Management
Inventory Optimization
People and Team Management
Retail Administration
Store Security and Safety Management



SALES SUPERVISOR

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Sales Supervisor is responsible for achieving team sales targets, overseeing daily store operations, including leading merchandising activities to optimize sales performance. This role requires handling multiple tasks in the workplace, such as managing and developing the team, coordinating team activities, and interacting with customers. The Sales Supervisor is friendly, sociable, possesses strong persuasion abilities, and is capable of multitasking effectively in a customer-focused environment.

Key Tasks
Coach the team for service performance and establish customer relationships across various touchpoints.
Coordinate order processing, delivery, returns, and troubleshoot customer queries.
Lead and motivate the team to improve sales and customer satisfaction.
Manage operations to ensure service excellence in a diverse service environment.
Oversee and document sales transactions, provide product consultation, and close sales.
Supervise retail operations, including stock management, team rosters, housekeeping standards, and store security.

Core Skills	Level
Adaptability	Intermediate
Collaboration and Teamwork	Intermediate
Communication	Advanced
Numeracy	Intermediate
Planning and Organizing	Basic
Problem Solving	Intermediate

Technical Skills
Customer Experience Management
Exchange and Returns Processing
Inventory Handling
People and Relationship Management
Product Advisory and Sales Closure
Retail Administration
Service Excellence and Innovation
Visual Merchandising Presentation
Workplace Health and Safety



CASHIER

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Cashier ensures the smooth and efficient transaction process at the point of sale. The Cashier handles various forms of payments, over-the-counter (OTC) sales, and loyalty programs. They manage cash and card transactions, issue receipts, and maintain the cash register. The cashier is also responsible for keeping the checkout area tidy, managing product returns, exchanges, and adhering to store policies.

Key Tasks

Accurately process cash, card, and other forms of payment transactions.

Count and reconcile cash in the register at the start, handover, and end of each shift.

Follow procedures of transactions and reporting suspicious activities as per the company policy.

Handle over-the-counter sales, transactions, and loyalty programs.

Issue receipts, refunds, and change correctly to customers.

Manage product returns and exchanges in line with store policies.

Scan items efficiently to keep customers moving through the checkout line smoothly.

Core Skills	Level
Adaptability	Basic
Communication	Intermediate
Literacy	Basic
Numeracy	Basic
Problem Solving	Basic

Technical Skills
Cash Handling and Reconciliation
Financial Acumen
Over The Counter and Upselling Sales Skills
Product Knowledge
Record Keeping
Use of Software Application



CUSTOMER SERVICE REPRESENTATIVE

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Customer Service Representative ensures customers have a positive experience. They have direct interactions with customers to address inquiries, resolve complaints, and provide information about products and services. The Customer Service Representative manages communication through various channels such as in-person, telephone, and via email. Customer Service Representatives must be knowledgeable about the store's products, promotions, policies, and be capable of handling returns and exchanges efficiently. They play a crucial role in maintaining customer satisfaction and loyalty.

Key Tasks
Collaborate with other team members to ensure a cohesive customer service experience.
Manage communication with customers through different channels.
Process returns and exchanges in accordance with store policies.
Provide updated detailed information about products, promotions, and service policies to customers.
Record customer interactions, transactions status, and feedback accurately.
Resolve customer complaints and issues, providing satisfactory solutions.
Respond to customer inquiries in a timely and accurate manner.

Core Skills	Level
Collaboration and Teamwork	Basic
Communication	Intermediate
Digital Literacy	Basic
Empathy	Intermediate
Initiative	Basic
Problem Solving	Intermediate

Technical Skills
Complaint Resolution
Customer Service
Information Dissemination
Policy Knowledge
Product and Technical Knowledge
Stakeholder Management



SALES ASSOCIATE

Sector: **Retail**

Job Family: **Retail Operations**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Sales Associate is responsible for achieving sales, delivering services, and operational excellence in a retail setting. This role includes engaging in innovation and productivity initiatives, and handling order fulfillment processes to ensure a seamless customer experience. Operating in a fast-paced, diverse, and customer-centric store environment, the Sales Associate serves as the organization's ambassador and a first point of contact in the store.

Key Tasks
Achieve sales target and retail sales Key Performance Indicators- KPI's.
Deliver customer service across multiple communication platforms.
Engage with customers, provide product advice, services, and close sales transactions.
Handle after-sales services.
Manage different forms of sales (upselling, cross-selling, link-selling).
Manage stock control operations.
Manage visual merchandise displays.
Provide customers with up-to-date information on products, promotions and service policies.

Core Skills	Level
Adaptability	Intermediate
Communication	Basic
Empathy	Basic
Numeracy	Intermediate

Technical Skills
Business Acumen
Customer Experience Management
Inventory Control
People and Relationship Management
Product, Services, Promotions, and Technical Knowledge
Understanding policies and procedures
Use of Software Applications
Visual Merchandising Presentation



MARKETING AND COMMUNICATIONS DIRECTOR

Sector: **Retail**

Job Family: **Marketing and Communications**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Marketing and Communications Director is responsible for directing the initiatives and marketing strategy of the organization. They develop comprehensive branding and marketing strategies, including campaigns to strengthen brand awareness, enhance customer engagement and drive revenue growth. The Marketing and Communications Director leads a team of marketing professionals and collaborates with other departments to ensure that marketing strategies align with the company's objectives and market trends. They are also responsible for analyzing market research, customer insights, and performance metrics to make informed decisions and adapt strategies.

Key Tasks
Analyze market trends and consumer behaviour to extract data-driven insights to guide strategic decisions.
Conceptualize and execute marketing omnichannel strategies in collaboration with the sales, product development, and customer experience teams.
Develop comprehensive marketing strategies that align with the organization's goals.
Drive innovation in marketing techniques and channels to effectively reach and engage target audiences.
Lead and mentor the marketing team, fostering innovation and excellence in all marketing activities.
Oversee branding, advertising, promotions, and digital marketing efforts to ensure cohesive brand communication.
Oversee public relations activities, maintain media relationships, and ensure regulatory compliance.
Propose and optimize appropriate marketing budgets and allocate resources to achieve maximum impact.

Core Skills	Level
Adaptability	Advanced
Building Inclusivity	Intermediate
Communication	Advanced
Critical Thinking	Advanced
Empathy	Advanced
Initiative	Advanced

Technical Skills
Business Acumen
Business Intelligence and Data Analytics
Business Networking
Business Operational Planning
Crisis Management
Financial Budget Planning and Management
Innovation and Creativity
Technology Strategy Formulation



MARKETING AND COMMUNICATIONS MANAGER

Sector: **Retail**

Job Family: **Marketing and Communications**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Marketing and Communications Manager drives the implementation of the organization's business strategies by managing brand guidelines into marketing and public relations programs. They oversee a variety of marketing initiatives, such as digital campaigns, in-store promotions, visual merchandise designs and customer loyalty programs. The Marketing and Communications Manager collaborates with cross-functional teams, including sales, product development, and customer experience, to ensure a cohesive and effective marketing approach. They are responsible for analyzing market trends, consumer behavior, and campaign performance to adjust strategies and optimize results.

Key Tasks

Analyze market trends and consumer behaviour to extract data-driven insights to inform marketing decisions.

Execute comprehensive marketing strategies including visual merchandising strategies that align with the organization's goals.

Guide and develop the marketing team, promoting a culture of creativity and innovation.

Lead and recommend localized marketing campaigns in line with brand principles for tailored marketing approaches.

Manage the marketing budget and allocate resources effectively.

Monitor and evaluate marketing performance measurements to align with organizational goals.

Oversee the presentation of products in physical and digital retail spaces, ensuring that they are displayed in an appealing and cohesive manner.

Promote relationships with external partners and vendors to support marketing efforts.

Core Skills

Level

Building Inclusivity	Intermediate
Communication	Intermediate
Initiative	Intermediate
Planning and Organizing	Intermediate
Problem Solving	Intermediate

Technical Skills

Brand Campaign Management
Content Management
Business Networking
Data Analytics
Marketing Communications Plan Development
Social Media Management



MARKETING AND COMMUNICATIONS EXECUTIVE

Sector: **Retail**

Job Family: **Marketing and Communications**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Marketing and Communications Executive supports the development and execution of online and offline marketing plans, including social media strategies. They perform a blend of creative and analytical tasks, such as content creation, digital marketing, market research, and campaign analysis. The Marketing and Communications Executive works closely with the Marketing Manager and other team members to enhance brand presence, engage customers, and drive sales.

Key Tasks
Coordinate with external agencies and vendors to support marketing activities.
Create and produce content for print, broadcast, in-store promotions, events, and social media.
Develop and implement communication materials for marketing campaigns across various platforms.
Enhance customer experience through engagement on various digital and social media platforms.
Maintain and update marketing databases and customer contact lists.
Produce periodic reports to measure the effectiveness of online and offline marketing activities, including keyword research, web-traffic monitoring, web statistics reporting and system engine marketing.
Provide insights on market and customer trends to influence strategic direction.

Core Skills	Level
Communication	Intermediate
Digital Literacy	Intermediate
Initiative	Intermediate
Planning and Organizing	Basic

Technical Skills
Content Creation
Copywrite Protection
Customer Relationship Management Operations
Data Analytics
Project Management
Search Engine Marketing (SEM)
Social Media Management



VISUAL MERCHANDISER

Sector: **Retail**

Job Family: **Marketing and Communications**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Visual Merchandiser is responsible for managing shopper marketing activities and conceptualizing visual merchandising plans. They oversee the setup of merchandise displays by coaching in-store teams and conducting market research related to visual merchandising. Visual Merchandisers work in a fast-paced, creative environment, designing eye-catching product displays, store layouts, and store designs to promote the store's products. Individuals in this role are usually creative, detail-oriented, and have the ability to work effectively within tight deadlines.

Key Tasks
Analyze shopper profiles and measure the effectiveness of visual merchandising.
Conduct research on visual merchandising trends and assess competitors' strategies.
Create and evaluate visual merchandising plans to optimize store layouts and product displays.
Develop shopper marketing collaterals in line with visual merchandising objectives.
Guide and support in-store teams, ensuring compliance with visual merchandising plans.
Manage budget and costs for visual merchandising displays.
Optimize the use of store space and plan the design of visual merchandising displays.
Supervise the construction and maintenance of visual merchandising displays.

Core Skills	Level
Adaptability	Intermediate
Collaboration and Teamwork	Basic
Critical Thinking	Intermediate
Initiative	Intermediate
Planning and Organizing	Intermediate

Technical Skills
Customer Behaviour Analysis
Data Analytics
Design Concepts Generation
Financial Budget Planning and Management
Market Research and Trend Analysis
Marketing Campaign Management
Product Styling
Retail Space Utilization
Visual Design and Communication Principles
Visual Merchandising Presentation



VISUAL MERCHANDISER MANAGER

Sector: **Retail**

Job Family: **Marketing and Communications**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Visual Merchandising Manager is responsible for leading and managing visual merchandising strategy to enhance customer experience, maximize sales, and strengthen brand identity. They oversee the creation and implementation of visually compelling displays, store layouts, and promotional events that align with marketing objectives. The Visual Merchandising Manager collaborates with marketing, sales, and retail operations teams to ensure brand consistency and effectiveness of visual merchandising efforts across all retail divisions as per the brand guidelines.

Key Tasks
Analyze customer behavior, sales data, and market trends to inform and optimize visual merchandising efforts.
Collaborate with marketing and product teams to align visual merchandising with promotional activities and product launches in alignment with the events calendar.
Develop and implement visual merchandising strategies to support marketing and sales objectives.
Lead the design and setup of store displays, window installations, and in-store promotions to engage customers and promote products.
Manage the visual merchandising team to ensure consistency and quality of visual presentation across all retail outlets.
Monitor and evaluate the effectiveness of visual merchandising initiatives, making adjustments as needed to improve customer engagement and sales.
Oversee the budget for visual merchandising, ensuring cost-effective execution of visual concepts.
Provide training and guidance to store teams on visual merchandising standards and best practices.

Core Skills	Level
Adaptability	Intermediate
Communication	Intermediate
Digital Literacy	Intermediate
Initiative	Intermediate
Planning and Organizing	Intermediate

Technical Skills
Budget Management
Creative Thinking
Data Analysis
Negotiation Skills
Project Management
Retail Space Optimization
Training and Development
Vendor and Supplier Management
Visual Merchandising Design



MERCHANDISING DIRECTOR

Sector: **Retail**

Job Family: **Merchandising**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Merchandising Director is responsible for driving the organization's merchandising strategies and plans, including spearheading product development and managing private label and house brand strategies through strategic partnerships. They oversee category management, product assortments, and budget forecasting for merchandising. Merchandising Directors operate in a rapidly transforming business environment, meaning they must be capable of leveraging consumer preferences, market trends, and industry landscapes to optimize the product mix in line with organizational strategies.

Key Tasks
Develop and endorse new product development plans and roadmaps.
Direct merchandising and product strategies, establish product category mix, pricing strategies and store layouts.
Establish and maintain strategic business partner relationships, setting guidelines and trade agreements.
Evaluate and innovate shopper marketing strategies, aligning them with organizational goals.
Formulate and drive product promotion strategies, aligning with overall merchandising objectives.
Formulate and manage budget allocations by categories.
Lead the development of category management and product assortment strategies, setting performance expectations and guidelines.
Set price positioning and evaluate new product ideas and suppliers ensuring alignment with organizational strategies.

Core Skills	Level
Building Inclusivity	Advanced
Critical Thinking	Advanced
Empathy	Intermediate
Initiative	Advanced
Problem Solving	Advanced

Technical Skills
Business Operational Planning
Category Management
Consumer Intelligence Analysis
Data Analytics
Financial Budget Planning and Management
House Brand Development
Market Research and Trend Analysis
Merchandise Buying and Performance Analysis
Organisational Strategy Formulation
Product Knowledge
Stakeholder Management



CATEGORY MANAGER

Sector: **Retail**

Job Family: **Merchandising**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Category Manager is responsible for managing a specific category of products, focusing on maximizing the profitability and sales performance of the category. They manage strategic planning, assortment selection, pricing, and promotional strategies tailored to the category's target market. The Category Manager works closely with buyers, merchandising managers, directors, and marketing teams to ensure product offerings meet customer demands and align with the company's overall merchandising strategy. They analyze sales data, market trends, and consumer preferences to make informed decisions about product range, inventory levels, and marketing initiatives.

Key Tasks
Analyze market trends, consumer behavior, and sales data to optimize product assortment and pricing.
Collaborate with buyers and merchandising directors to align category plans with overall merchandising goals.
Coordinate with the marketing team to develop effective promotional strategies for the category.
Develop and implement category strategies to achieve sales and profitability targets.
Manage supplier relationships to negotiate favorable terms and ensure a diverse and competitive product offering.
Monitor and evaluate supplier performance.
Monitor inventory levels and turnover rates, adjusting strategies to meet demand.
Monitor Service Level Agreements (SLA) and ensure contractual compliance with suppliers.

Core Skills	Level
Adaptability	Advanced
Communication	Advanced
Critical Thinking	Intermediate
Numeracy	Intermediate
Planning and Organizing	Intermediate
Problem Solving	Advanced

Technical Skills
Category Strategy Development
Consumer and Industry Insights Analysis
Cost Management and Budgeting
Inventory Management
Market and Sales Analysis
Pricing and Promotional Strategies
Product Assortment Planning
Strategic Planning
Supplier Relationship Management



BUYER

Sector: **Retail**

Job Family: **Merchandising**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

A Buyer arranges product selection, procurement, and inventory management to meet consumer demand and enhance the retail experience. They research market trends, negotiate with suppliers, and purchase products that align with the company's merchandising strategy and price points. Buyers work closely with category managers to ensure the product mix supports the category's goals and customer expectations. They are responsible for managing supplier relationships, ensuring product quality, adhering to budgetary constraints and maintaining cost margins. Additionally, they are also responsible for assessing sales performance and adjusting purchasing strategies accordingly to optimize business outcomes.

Key Tasks
Analyze sales data and market trends to inform buying decisions and inventory management.
Collaborate with category managers to align purchases with category strategies and sales targets.
Identify and procure merchandise that align with the company's strategy and consumer demands.
Manage supplier relationships ensuring product quality and timely delivery.
Monitor inventory levels ensuring optimal stock turnover and availability.
Negotiate terms, prices, delivery and clearance charges with suppliers and various agents to ensure competitive offerings.

Core Skills	Level
Adaptability	Basic
Collaboration and Teamwork	Basic
Communication	Intermediate
Numeracy	Intermediate
Planning and Organizing	Intermediate
Problem Solving	Basic

Technical Skills
Compliance and Ethical Sourcing
Cost Management
Financial Acumen
Inventory Management
Market Trend Analysis
Product Knowledge
Product Selection
Risk Assessment
Sales Data Analysis
Supplier Relationship Management



BUYER ASSOCIATE

Sector: **Retail**

Job Family: **Merchandising**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

A Buyer Associate supports the procurement and management of merchandise, assists in product selection, manages orders and inventory, and analyzes sales performance to ensure the availability of products to meet consumer demands. A Buyer Associate works under the guidance of buyers and category managers to negotiate with suppliers, maintain relationships, and ensure timely delivery of goods. They assist in market analysis, trend spotting, and the development of merchandising strategies that align with the company's goals.

Key Tasks

Assist in analyzing sales performance and inventory levels to inform buying decisions.

Assist in the selection and procurement of merchandise for specific categories.

Collaborate with the merchandising team to develop and implement merchandising strategies.

Contribute to supplier negotiations and relationship management for favorable terms and product quality.

Participate in market research and analysis to identify trends and consumer preferences.

Support inventory management, including order placement, tracking, and stock level optimization.

Core Skills	Level
Collaboration and Teamwork	Intermediate
Communication	Basic
Digital Literacy	Basic
Planning and Organizing	Basic

Technical Skills
Administrative Support
Inventory Optimization
Market Research
Merchandising Strategy Support
Order Management
Product Selection and Knowledge
Supplier Engagement



E-COMMERCE DIRECTOR

Sector: **Retail**

Job Family: **E-Commerce**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The E-Commerce Director develops business opportunities by driving growth in e-commerce, enhancing the customer experience, and managing online categories. They oversee order fulfillment, and technology and infrastructure plans to support e-commerce operations. The E-Commerce Director is responsible for formulating data-driven commercial insights and fostering strategic relationships with stakeholders. Working in a rapidly evolving, digitally centric environment, the E-Commerce Director devises strategies to expand and optimize the organization's e-commerce presence.

Key Tasks
Develop and manage business continuity strategies and operational plans for e-commerce.
Direct the design and development of data models and predictive analytics for e-commerce.
Drive sales, promotions, marketing, and social media campaigns on digital platforms.
Evaluate and develop strategies for local and international e-commerce business environments.
Lead technology strategy formulation and oversee IT infrastructure and network maintenance.
Lead the formulation of the organizational vision, mission, and values for e-commerce.
Oversee customer experience and drive service quality and customer satisfaction in e-commerce.
Oversee risk management and financial performance evaluation for e-commerce units.

Core Skills	Level
Adaptability	Advanced
Communication	Advanced
Critical Thinking	Advanced
Empathy	Intermediate
Initiative	Advanced
Planning and Organizing	Advanced

Technical Skills
Brand Guideline Development
Business Continuity Management
Business Operational Planning
Business Performance Management
Business Risk Assessment and Mitigation
Category Strategy Development
Customer Acquisition Management
Organizational Strategy Formulation
Technology Strategy Formulation



E-COMMERCE MANAGER

Sector: **Retail**

Job Family: **E-Commerce**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The E-Commerce Manager drives the growth of the e-commerce business, focusing on enhancing the customer experience by managing customer order fulfillment and overseeing technology and infrastructural plans. They generate data-driven commercial insights and manage relationships with business partners. In a fast-paced, digitally-centric environment, the E-Commerce Manager oversees the entire commercialization and operationalization of the e-commerce business.

Key Tasks
Analyze market trends and business opportunities to inform e-commerce strategies.
Define and revise order fulfillment policies, ensuring customer satisfaction.
Develop and implement e-commerce campaigns, analyzing performance for Return on Investment (ROI) improvement.
Develop and manage disaster recovery plans for e-commerce technology.
Manage and report profit and loss statements to optimize profitability and financial performance.
Manage sales, promotions, marketing, and social media campaigns on digital platforms.
Manage service innovation, customer retention, and loyalty programs.
Monitor and review e-commerce operations to drive sales and performance optimization.
Oversee IT infrastructure and network maintenance, implementing new technologies.

Core Skills	Level
Building Inclusivity	Advanced
Communication	Advanced
Critical Thinking	Advanced
Empathy	Intermediate
Planning and Organizing	Advanced
Problem Solving	Intermediate

Technical Skills
Business Acumen
Business Operational Planning
Customer Experience Innovation
E-Commerce Campaign Management
Market Research and Trend Analysis
Search Engine Optimization (SEO)
Technology Strategy Formulation
Website Performance Management



E-COMMERCE EXECUTIVE

Sector: **Retail**

Job Family: **E-Commerce**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The E-Commerce Executive contributes to the growth of the e-commerce business, by focusing on enhancing customer experience, monitoring order processing, and maintaining e-commerce technology and infrastructure. They analyze data to generate commercial insights. E-Commerce Executives also help manage relationships with business partners. Working in a fast-paced, digitally-centric environment, the E-Commerce Executive helps ensure the seamless integration of e-commerce operations.

Key Tasks
Execute e-commerce activities, coordinating with cross-functional teams for brand and marketing initiatives.
Implement and manage customer retention and loyalty programs.
Manage operations for service excellence in e-commerce, ensuring service quality and customer satisfaction.
Monitor and maintain the website's functionality, implementing new systems and technologies.
Monitor order processing, delivery, and returns, maintaining smooth e-commerce operations.
Perform data-mining and analysis to track business outcomes and generate insights.
Provide insights and contributions to the development of technology strategies.
Track and analyze system and network effectiveness.

Core Skills	Level
Adaptability	Intermediate
Communication	Intermediate
Critical Thinking	Intermediate
Digital Literacy	Advanced
Initiative	Intermediate
Planning and Organizing	Intermediate

Technical Skills
Business Operational Planning
Customer Experience Innovation
Data Analytics
E-Commerce Campaign Management
Emerging Technology Management
Market Research and Trend Analysis
Search Engine Optimization (SEO)
Service Quality Management
User Interface and User Experience (UI/UX) Optimization
Website Performance Management



E-COMMERCE ASSOCIATE

Sector: **Retail**

Job Family: **E-Commerce**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The E-Commerce Associate, also known as the E-Commerce Assistant, contributes to growing the e-commerce business by supporting customer experience and order fulfillment initiatives. They maintain the technology and infrastructure necessary for e-commerce operations and generating data-driven commercial insights. Working in a fast-paced, digitally-centric environment, the E-Commerce Associate ensures smooth operation and coordination of e-commerce activities.

Key Tasks
Coordinate with cross-functional teams for e-commerce and brand activities.
Coordinate with Information Technology vendors and perform website basic functionality tests.
Execute digital sales, promotions, and coordinate social media programs.
Gather and report raw customer data to generate commercial insights.
Liaise with internal and external partners to support order fulfilment and delivery.
Maintain and update website content, focusing on usability and customer experience.
Maintain customer relationships through e-Commerce platforms.
Monitor shopping behaviors and market trends.

Core Skills	Level
Adaptability	Basic
Collaboration and Teamwork	Intermediate
Communication	Basic
Digital Literacy	Basic
Numeracy	Basic
Planning and Organizing	Intermediate

Technical Skills
Content Management
Customer Experience Excellence
Data Reporting
E-Commerce Campaign Execution
Market Profiling
Search Engine Optimization (SEO)
User Interface and User Experience (UI/UX) Optimization



OPERATIONS AND FULFILLMENT EXECUTIVE

Sector: **Retail**

Job Family: **E-Commerce**

Regulator: **N/A**

Licensing Requirements: **N/A**

Job Description

The Operations and Fulfillment Executive manages daily operations related to order processing, inventory management, and customer fulfillment. They work closely with the warehouse, logistics, and customer service teams to ensure timely and accurate online order processing. They also monitor inventory levels, prepare orders for shipment, address any issues related to order fulfillment, and ensure a positive customer experience.

Key Tasks
Assist in resolving any operational issues that affect order processing or delivery.
Contribute to the maintenance of operational and safety standards in the fulfillment centre.
Coordinate with logistics partners for timely dispatch and delivery of orders.
Monitor and maintain inventory levels to prevent stockouts and overstock situations.
Prepare stock and delivery reports.
Process and manage online orders ensuring accurate and timely fulfillment.
Support in implementing operational improvements for enhanced efficiency.

Core Skills	Level
Collaboration and Teamwork	Advanced
Communication	Intermediate
Digital Literacy	Advanced
Empathy	Basic
Planning and Organizing	Intermediate
Problem Solving	Intermediate

Technical Skills
Customer Service Orientation
Health and Safety Standards and Practices
Inventory Management
Logistics Coordination
Order Processing
Process Optimization
Report Writing