

International Aid for the Protection and Welfare of Animals (IAPWA)

Location: Remote (Flexible hours)

Reports To: Marketing Director

Role Overview:

IAPWA is seeking a passionate and dedicated individual to join our team as an E-Commerce Retail Manager. In this voluntary role, you will play a key part in managing our e-commerce platform, focusing on retail operations, print-on-demand relationships, and maintaining alignment with IAPWA's objectives.

Responsibilities:

E-Commerce Management:

- Oversee the day-to-day operations of our Shopify e-commerce platform.
- Manage product listings, inventory, and pricing strategies.
- Monitor sales performance, analyse trends, and identify opportunities for growth.

Print-on-Demand (POD) Relationship:

- Manage relationships with print-on-demand partners, ensuring quality and ethical standards are met.
- Seek new opportunities in the print-on-demand space that align with IAPWA's values and mission.

Sales Monitoring and Optimisation:

- Monitor purchase patterns, customer behaviour, and product performance.
- Implement strategies to optimise sales, including promotions, discounts, and incentives.

Email Database Management:

- Manage the email database and execute email marketing campaigns to drive sales and engagement.
- Segment and personalise email communications to enhance customer experience.

Collaboration and Teamwork:

- Work collaboratively with the Marketing Director, Creative Director, Retail Manager (Donated Goods) and Digital Marketing Manager to align e-commerce strategies with overall marketing initiatives.
- Provide input and support for digital marketing campaigns across platforms.

Requirements:

- Proven experience in e-commerce management, preferably with Shopify or similar platforms.
- Familiarity with print-on-demand services and managing relationships with print partners.
- Strong understanding of e-commerce analytics, sales optimisation techniques, and customer segmentation.
- Excellent communication skills and the ability to work collaboratively in a team environment.
- Passion for animal welfare and alignment with IAPWA's ethical beliefs and values.
- Flexibility to dedicate a couple of hours per evening or day across multiple days to fulfil the responsibilities of the role.

Benefits:

- Opportunity to make a meaningful impact in the field of animal welfare.
- Gain valuable experience in e-commerce management within a nonprofit organisation.
- Support and guidance from experienced professionals in the marketing team.
- Work remotely with flexible hours to accommodate other commitments.

If you meet the requirements and share our passion for animal welfare, we encourage you to apply and be part of our mission to create a brighter future for animals worldwide.