

GARRARD COUNTY SCHOOLS
Job Description

CLASS TITLE: STUDENT WORKER/E-COMMERCE APPRENTICESHIP

REPORTS TO: Career Support Specialist

EXEMPT STATUS: Non-Exempt

APPROVED:

BASIC FUNCTION:

Conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records.

REPRESENTATIVE DUTIES:

- Fill customer orders by packaging sold items and documentation for direct shipping or by transferring orders to manufacturers or third-party distributors.
- Deliver e-mail confirmation of completed transactions and shipment.
- Cancel orders based on customer requests or inventory or delivery problems.
- Create, manage, or automate orders or invoices, using order management or invoicing software.
- Purchase new or used items from online or physical sources for resale via retail or auction Web site.
- Order or purchase merchandise to maintain optimal inventory levels.
- Select and purchase technical web services, such as web hosting services, online merchant accounts, shopping cart software, payment gateway software, or spyware.
- Devise, select, or purchase domain name and web address.
- Correspond with online customers via electronic mail, telephone, or other electronic messaging to address questions or complaints about products, policies, or shipping methods.
- Disclose merchant information and terms and policies of transactions in online or offline materials.
- Compose descriptions of merchandise for posting to online storefronts, auction sites, or other shopping Web sites.
- Upload digital media, such as photos, video, or scanned images to online storefronts, auction sites, or other shopping Web sites.
- Prepare or organize online storefront marketing material, including product descriptions or subject lines, optimizing content to search engine criteria.
- Determine a location for product listings to maximize exposure to online traffic.
- Design customer interface of online storefront, using web programming or e-commerce software.
- Create or distribute offline promotional material, such as brochures, pamphlets, business cards, stationery, or signage.
- Perform related duties as assigned.

