



## **Ecommerce Executive Intern**

We're looking for an enthusiastic eCommerce student to contribute significantly to the responsibility of "hopping" our website over and above our competitors.

You must have a cheerful personality, who can communicate effectively and confidently. You must be self-motivated, professional, organised, efficient, quick-thinking, hard-working, consistent and reliable.

You must be able to work with and be part of a strong team and be keen to pitch in when and where required. You need to be physically capable, with a practical disposition and "hands on" attitude.

### **ABOUT THE BUSINESS**

We specialise in decorative hops, dried flowers, gift ware, vintage & country weddings.

We started our business in 1990, and have grown into the multi faceted SME that we are today. We are fundamentally a farming business that has diversified into selling our flower products at our farm shop, online and to retailers & wholesalers. Our USP is decorative hops & dried flowers, and our markets extend widely to include interior design, home living, floristry, craft workshops, brewing, weddings, film set designers, high street retailers & wholesale markets. Our extensive customer base includes pubs & restaurants, production companies and more recently The Conran Shop, The Eden Project, Kew Gardens, Liberties London & L'Oreal.

Our shop is located in the beautiful Chalkpit Farm Rural Shopping complex in Bekesbourne, just 2 miles south of Canterbury and we sell online at [www.essentiallyhops.co.uk](http://www.essentiallyhops.co.uk)

Please Note you will need to have a driver's license and the use of a car to get to work.

While this internship is specifically for Ecommerce, you will also have the opportunity to see & learn about every layer of our successful business – from production, to product development, to retail design & presentation, to marketing, customer service, and product delivery. This valuable insight will give you an overview as to what is involved in a small business, offering diversity, variety, challenges, and a perfect platform to demonstrate your net worth, capability and versatility.

You will be part of a strong team and may be expected to support your colleagues when on annual or sick leave to ensure our customers are well served. You may be asked to support your colleagues and contribute to a lesser extent by:

- Answering telephone calls
- Responding to customers enquiries accurately and efficiently
- Processing paperwork, picking and packing orders to a high standard
- Dispatching orders with the relevant postal or courier service
- Providing support in our brick-and-mortar shop including stock count (annually) and serving customers



### PAID WORK PLACEMENTS

- A Year In Industry - 44 week position  
start date 17<sup>th</sup> Sept 2018 (end 19<sup>th</sup> July 2019)
- 28 week WORK PLACEMENT  
start date 7<sup>th</sup> Jan 2019 (end 19<sup>th</sup> July 2019)  
start date 17<sup>th</sup> Sept 2019 (end 29<sup>th</sup> March -12<sup>th</sup> April 2019)

Full time or part time 3-5 days a week 9am-5pm, you may be asked to work flexible hours  
and from home at times

Trial period 3 months

Salary pro rata £300-£350 per week.

### PAID INTERNSHIPS

- 6 week Internship start date 4<sup>th</sup> June 2018 - 13<sup>th</sup> July 2018
- 4 week Internship start date 18<sup>th</sup> June 2018 - 13<sup>th</sup> July 2018
- 8 week Internship start date 24<sup>th</sup> Sept 2018 – 16<sup>th</sup> November 2018

Full time 5 days a week 9am-5pm, you may be asked to work flexible  
hours and from home at times

Trial period 2-4 weeks

Salary pro rata £300 per week.

Applicants to contact Amanda Barker, email [amanda@essentiallyhops.co.uk](mailto:amanda@essentiallyhops.co.uk), with a full CV  
and covering letter

Essentially Hops, Chalkpit Farm, Adisham Road, Bekesbourne CT4 5EU

The responsibilities listed below include all we wish to achieve in this Ecommerce position. Please note, it will depend on the length of internship and your skills as to which responsibilities we decide to concentrate on during your internship. This will be decided post interview

It may also be necessary for you to do some further training in your own time

#### Ecommerce Executive Responsibilities:

- Develop and manage website performance to achieve/exceed company targets whilst maximising sales and profitability
- Develop your understanding of the business and products so you can develop engaging content to provide value to our online customers as well as providing SEO benefits.
- Complete day-to-day on and off-page optimisation, including landing page content, keyword research, product descriptions, and blogs
- Maximise website loading speed; check all photography & videos are optimised
- General day to day management of our online eCommerce selling platform
- Review our entire ecommerce platform and correct any errors, including ensuring all pages are https
- Provide basic reporting and analysis to show impact of work (template currently in use)
- Researching various topics to create engaging and relevant content for the site.
- Writing highly engaging and relevant content that delivers strategic SEO value.
- Input new products to our site on a weekly basis with good quality and accurate content providing SEO benefit.
- Improving SEO on 600 web pages
- Perform competitor analysis
- Work with our Social Media Guru to optimise our social presence on, but not limited to, Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn.
- Contribute to the design of traditional marketing material using our existing branding
- Implementing email marketing including automation and abandon cart recovery
- Implementation of specific email marketing campaigns using Mailchimp
- Collate, improve and update mail lists to comply under current Data Regulatory standards
- Create & design a CMS for our business
- Create trade login and associated web shop
- Create discount codes, customer loyalty schemes and reward based incentives online
- Develop and organise a useable marketing calendar & marketing plan
- Research various topics to create engaging and relevant content for the site which will bring value to our online customers as well as providing SEO benefits.

#### DESIRABLE SKILLS

- Proficient in Google Analytics, Search Console, and Bing Webmasters
- on and off-page SEO
- e-commerce platform knowledge
- keyword research
- MailChimp email marketing platform
- Ability to identify and solve problems
- Competent with all Microsoft Office programmes: Access, Word, Excel, Publisher, Powerpoint
- Excellent communication skills
- SellerDeck e-Commerce Platform
- Basic HTML
- Photoshop
- Epos system
- Photography & videography & editing

#### EXPERIENCE

- Practical experience in eCommerce/SEO preferred but not essential.

## ECOMMERCE INTERN APPLICATION FORM

**NAME**

**ADDRESS**

**POSTCODE**

**CONTACT TELEPHONE NUMBER**

**CONTACT EMAIL**

**DATE OF BIRTH**

**NATIONALITY**

**UNIVERSITY OF STUDY**

**COURSE STUDIED**

**YEAR OF ENTRY**

**YEAR OF COMPLETION**

### MAKING EFFECTIVE DECISIONS

Effectiveness is about being objective; using sound judgement, evidence and knowledge to provide accurate, expert and professional advice. It means showing clarity of thought, setting priorities, analysing and using evidence to evaluate options before arriving at well-reasoned justifiable decisions.

*One feature of work is about solving problems. Please give an example of a situation you have faced. What were the issues involved and how did you decide how to deal with them?*

### COLLABORATING & PARTNERING

People skilled in this area create and maintain positive, professional and trusting working relationships with the team they are working with to help get business done. It requires working effectively, sharing information and building supportive, responsive relationships with colleagues, whilst having the confidence to challenge assumptions.

*Describe a time when your ability to work co-operatively with others has been a significant part in completing a task successfully.*

## MANAGING A QUALITY SERVICE

This is about valuing professional excellence and expertise to deliver objectives and striving to improve the quality of service, taking account of diverse customer needs and requirements.

*Please give an example of when you have had to build a relationship with a new customer and deliver a service to them. How did you do this and ensure their needs were met?*

## DELIVERING AT PACE

It is important in our business to focus on delivering timely performance with energy and to take responsibility and accountability for outcomes. It's about working to agreed goals and activities and dealing with challenges in a responsive and constructive way.

*Please give an example of when you have successfully delivered a challenging piece of work. How did you plan to meet your objective, monitor progress and overcome difficulties to achieve a successful outcome?*

## COMMITMENT

Loyalty, honesty, attentiveness & commitment are a crucial part of joining our team. It is about having the will and determination to make a good difference to our day to day business activities.

*Please give an example of your commitment to a task? How did you overcome the desire to sit comfortably within a role, and extend to your full potential? What were the difficulties you faced?*

## CAN DO ATTITUDE

Positivity & self belief are essential in order to achieve your full potential. This is not to be confused with a "know it all" attitude, rather about self confidence and willingness to succeed.

*Please give an example of your "can do" attitude? Describe a time when you approached a new task and what you learned from the experience?*

## MOTIVATION

*What motivated you to apply for this internship and what do you plan to do next after completing it?*