



JOB TITLE: Community Management and E-commerce Administrator South Africa

REPORTS TO: Marketing and E-Commerce Assistant Manager South Africa

SALARY: TBC depending on experience

JOB DESCRIPTION: Community Management and E-commerce Administrator South Africa

TERM: Fixed Term Contract until January 2023

JOB LOCATION: Johannesburg

LANGUAGE REQUIREMENT: English

EMAIL CV TO: Qatar.2022@match-hospitality.com

JOB SUMMARY

The Community Management and E-commerce Administrator is to support the Marketing and E-Commerce team in the handling of all tasks required for the maintenance and management of our social, event websites and related marketing activity including:

- Social enquiries management
- Website inbox responses
- Creation of in-language web and social content as needed
- Website content and image uploading
- Inventory review and testing
- Website checking and testing in our user acceptance testing environment
- Testing of new web interfaces on a range of devices
- Support and help for in-language marketing across channels including display, print, social and online
- Pre-sales customer support on email, social or other channels as needed

This role requires proficient knowledge of a range of content management and digital systems, as well as strong marketing and communication skills. This role also requires support in the efficient handling and processing of pre-sales, sales and customer service enquiries and all related administration.

RELATIONSHIPS

External relationships:

- Service Providers
- MATCH Hospitality customers including individual & corporates online and via social



Internal relationships:

- Finance Team
- E-commerce Team
- Customer Service Team
- Sales Team
- Sales Administration Team
- Marketing Team
- Fulfilment Team
- IT Team

KEY SKILLS AND REQUIREMENTS

- Community management experience and strong customer-facing skills
- First language knowledge and demonstrated professional experience creating content and marketing materials in English
- Fluent verbal and written business communication in English essential
- Experience with digital web platforms and technology especially content management systems
- Experience with use of analytics systems and experience reporting results from said systems
- Experience managing social systems, email tools or live chat functionality beneficial
- Knowledge of image software (Adobe and Photoshop) beneficial
- Experience with UX and testing tools beneficial
- A high level of initiative and ability to work on multiple projects at once under tight deadlines
- Ability to identify issues, effectively communicate needs and quickly learn new concepts and technical details
- Strong organisational, communication, strategic and problem-solving skills
- Sales & Customer Service experience beneficial
- Any other key event languages (Arabic, Spanish) looked upon favourably
- Proven work experience as a community manager
- Experience launching community initiatives (e.g. building an online forum)
- Ability to identify and track relevant community metrics
- Excellent communication skills
- Excellent writing skills
- Hands on experience with social media management for brands
- Ability to interpret website traffic and online customer engagement metrics
- Knowledge of online marketing and marketing channels
- Attention to detail and ability to multitask
- Ability to develop creative, engaging and original content
- Good customer service and interpersonal skills
- Friendly and outgoing personality
- Knowledge of search engine optimization (SEO) and web metrics
- Proficient in word processing applications, spreadsheets, presentation software and social media management tools



- Good judgment and problem-solving skills
- Live event coverage experience desirable

KEY JOB FUNCTIONS AND RESPONSIBILITIES

Community Management:

- Supporting Social Media Manager in answering social enquiries, responding to comments and planning content for our global channels
- Working with teams across the business on standard responses, FAQs and other required content

Pre-sales support:

- Responding efficiently to leads and queries generated from the various MATCH Hospitality e-commerce platforms in English as well as working actively to streamline the processing of queries.
- Working with MATCH Hospitality's Websales and Customer Service teams to respond to customer enquiries across a range of channels including email, social and live chat if needed
- Responding to customer enquiries as needed and working with global teams to draw up responses to customer queries and requests in accordance with the standards and procedures.
- Supporting on sales requests, processing orders and support processes
- When necessary, channelling requests to the correct department for investigation.
- Timeously following-up requests and updating systems.
- Assisting the E-commerce Assistant Manager and Social Media Manager with releasing customer communications and ensuring that the online team meets all pre-defined communication milestones.
- Ensuring that all complaints, queries, or feedback received from customers - which is logged on the E-commerce website or via email - is responded to within the contractual timeframe.

Marketing support:

- Working with your area E-commerce and Marketing Assistant Manager, the E-commerce Projects Manager and other members of the Marketing team to support on marketing tasks as needed, including content creation, translation or transcreation.
- Creation of, or support with, social and email communications in-language as needed
- Support with web copy, brochure copy, website or social standard responses and other content tasks as needed
- Provide language and cultural insight into your markets and guide and assist the marketing team in the creation of the best possible campaigns for your target audiences
- Support with the transcreation and quality assurance of offline materials where needed as quality assurance



- Respond to comments and customer queries in a timely manner
- Monitor and report on feedback and online reviews
- Organize and participate in events to build community and boost brand awareness
- Coordinate with Marketing and Communications teams to ensure brand consistency
- Liaise with Development and Sales departments to stay updated on new products and features
- Build relationships with customers, potential customers and industry professionals
- Stay up-to-date with digital technology trends
- Develop a content marketing plan and editorial calendar.
- Create engaging and shareable content
- Provide community feedback to the management and stakeholders.
- Plan and execute community initiatives and programs.
- Monitor social media campaigns and analyze web traffic from the online community using key performance indicators (KPIs).
- Find new marketing and outreach opportunities to push brand image and products.

Ecommerce Operation:

- Uploading, management and maintenance of text, visual and rich media content
- Knowledge of content management tools beneficial
- Working with the E-commerce team to ensure that the e-commerce platforms are thoroughly tested, accurate and up to date including content, product inventory and other elements
- Working with the team on e-commerce site releases, changes or updates, including but not limited to, one or more of the following:
 - Conducting the UAT (user acceptance tests) testing within assigned projects and developed software.
 - Tracking e-commerce testing results by prioritising and logging any defects picked up as well as re-testing once defects are corrected by the development team.
 - Executing test data and configuration requirements, providing feedback to technical teams and logging faults in JIRA accurately and efficiently.
 - Carrying out further quality assurance checks on content, layout, functionalities and flow of the e-commerce platform and related systems weekly or as required.
Executing post-go-live checks on e-commerce platforms to ensure fully tested, high quality and consistent product delivery.

Processes:

- Supporting in ongoing reviews of the Marketing and E-commerce processes to ensure that they are relevant by eliminating pitfalls and identifying potential improvements relating to online processes to deliver the best possible user experience.
- Participating in periodic reviews of the standard responses, FAQs, processes and procedures to ensure that they are relevant to the prevailing conditions of our events, as well as keeping the rest of the team informed.



- Interacting closely with other members of the E-commerce team to ensure that they are able to effectively support Customer Services, IT and Marketing, to gather, monitor and analyse performance data and provide feedback on Webshop buying trends and customer queries.
- Offering suggestions and improvements to online customer experience and purchasing sales processes.

Systems, Tools & Platforms:

- Effective use of all digital e-commerce related platforms and processes including but not limited to proprietary administration systems, the Microsoft Office 365 suite, SharePoint, JIRA, and our Customer Service platforms.
- Assist with usability testing of E-commerce online tools.

Ad hoc tasks:

- You will be required to assist with ad hoc tasks as and when required.
- The nature of our events is such that it may be necessary to amend or add to your responsibilities as we get closer to events and you will be required to perform any task that is allocated to you, specific to the projects at hand. Amendments will be discussed and agreed between MATCH Event Hospitality and yourself.

GENERAL

- Working hours are 09:00 – 18:00 Monday - Friday. Due to the nature of the business the Employee will be required to work after hours and on weekends on occasion as required.

