
Auburn University Job Description

Job Title:	Spec, Online Mktg & Sales	Level I	Grade 30 \$28,000 - \$46,700
Job Code:	EF10	Level II	Grade 31 \$31,300 - \$52,100
FLSA status:	Exempt	Level III	Grade 32 \$35,000 - \$58,400

Job Summary

Generates and develops business in the internet sales and mail order department by producing merchandise catalogs, setting sales goals, updating the website, and monitoring the overall costs for the department.

Essential Functions

1. Oversees the overall content of the Bookstore, including internet catalogs, merchandise selection and removal, photograph of item, uploading each item to the website, detailed product description, and overall appearance.
2. Ensures customer orders are printed, merchandise pulled to fill orders, charge orders out, and pack and ship orders. Orders all shipping supplies and packaging materials.
3. Forecasts daily, monthly, and yearly sales for web and mail orders; produces reports based off of previous years sales figures and trends, and uses Google Analytics and SEO to increase e-commerce sales and traffic to the website.
4. Performs cost analysis of the web and mail order department to ensure department profitability, including shipping costs, labor costs, and supply costs as compared to overall sales.
5. Negotiates with shipping companies to ensure the bookstore is receiving cost efficient shipping along with timely and accurate delivery to customers.
6. Maintains Bookstore website.
7. Works with the bookstore's promotions committee to plan, promote and implement events to online and mail order customers and then tracks the success of the promotion.
8. May create and produce an annual apparel and gift print catalog, including merchandise selection, design, editing, and copy writing.
9. Assists as needed during busy periods with processing orders and resolving customer service issues or wherever there may be a need .

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

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Job Family Levels

Level	Responsibility	Knowledge	Education and Experience*
I	Under immediate supervision, performs standard tasks using established methods, principles, concepts and procedures related to a specialized field. Judgments are made on routine matters of relatively small impact.	Knows fundamental concepts, practices and procedures of particular field of specialization.	Bachelor's degree in discipline appropriate to position with no experience.
II	Under close supervision, performs varied duties and assignments involving some judgment. Resolves routine questions or problems, referring only complex issues to higher level. Some evaluation, originality and ingenuity required.	Knows and applies fundamental concepts, practices, and procedures of particular field of specialization, with awareness of related fields.	Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
III	Under minimal supervision, performs complex assignments and fulfills broad responsibilities where required outcomes are defined, but methods and procedures may vary based on professional judgment or precedent. Considerable latitude for unreviewed action. Confers with supervisor on unusual matters. Coordinates the work of others on projects and may assign work to and assist less experienced professionals or support staff. May act in an advisory capacity to managers or faculty.	Possesses and applies a broad knowledge of principles, practices and procedures of a particular field of specialization to the completion of difficult assignments. Also possesses knowledge of related fields and areas of operation which affect, or are affected by, own area.	Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

* See the "Minimum Required Education and Experience" section of the job description for any substitutions that may be allowed for education and experience.

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Minimum Required Education and Experience

- Level I** Bachelor's degree in discipline appropriate to position with no experience.
- Level II** Bachelor's degree in discipline appropriate to position plus 2 years experience. Experience must include at least 2 years at the preceding level or equivalent.
- Level III** Bachelor's degree in discipline appropriate to position plus 4 years experience. Experience must include at least 2 years at the preceding level or equivalent.

Focus of Education

Degree in Management, Business Administration, Marketing, or related field

Focus of Experience

Experience in retail sales and/or customer service

Substitutions allowed for Education:

When a candidate has the required experience, but lacks the required education, they may normally apply additional relevant experience toward the education requirement, at a rate of two (2) years relevant experience per year of required education.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

See Job Family Levels

Certification or Licensure Requirements:

None Required.

Physical Requirements/ADA

Regularly involves lifting, bending or other physical exertion. Often exposed to one or more elements such as heat, cold, noise, dust, dirt, chemicals, etc., with one often to the point of being objectionable. Injuries may require professional treatment.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, .

Vision requirements: Ability to see information in print and/or electronically.

Date: 3/27/2014
