

# NORSE PROJECTS

## E-COMMERCE CONTENT EXECUTIVE

**CONTRACT**

Full-time, Junior Level

**LOCATION**

Head office, Copenhagen

**REPORTS TO**

E-Commerce Manager and Retail Managers

**APPLICATION DEADLINE**

December 15.

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**YOUR ROLE**

- Overseeing the upload of new products ahead of schedule with imagery, copy and other assets
- Accurately write clear and concise product descriptions, consistent with the company tone of voice keeping to the requirements of the current SEO strategy
- Assist the photography department with the administration of products to ensure all products are shot and edited in a timely manner to be available online ahead of competitors
- Review product descriptions and imagery for discrepancies ensuring prices and product information is accurate
- Administration of products to ensure that all products are available for purchase online
- Work closely with the Merchandiser and Retail managers to assist with merchandising of product pages to optimise sales
- Attend product presentations to collect information that will be used for online content to effectively sell products
- Execute seasonal promotions and end of season sales
- Carry out website audits on a regular basis for consistency of product content, spelling, grammar and functionality
- Update weekly KPI's reporting to the Retail Managers and Merchandisers
- Execute and upkeep of weekly newsletters and social media communications (Facebook, Instagram, Twitter)
- Assist with email database growth initiatives and execution
- Assisting with e-commerce fulfilment and customer services support during peak trading periods for the business
- Maintain and execute the online marketing calendar communications
- Manage and execute high-interest product releases

**QUALIFICATIONS**

- Educated in Mathematics and English at B grade or above or equivalent qualification. Experience of working with web or digital content. An understanding of SEO, site usability and online visual merchandising. Advanced computer literacy in Excel, Word and Outlook. A basic knowledge of Content Management Systems. Excellent interpersonal and organisational skills. Strong communication skills both written and verbal. Ability to work on own initiative. Commercial awareness of business needs and the ability to optimise content to increase conversion rates. A proven ability to work quickly and efficiently, with accuracy and attention to detail. Awareness of current Digital trends and a passion for the Norse Projects/Norse Store brand. Flexible and able to work extended hours over busy periods. Basic knowledge of graphic design, HTML and CSS is an advantage.

**ABOUT US**

Norse Projects is a contemporary and collaborative-minded design company. We operate within the spheres of both men's and womenswear with four annual collections, marketed across 35 different countries.

We are based in central Copenhagen and work out of a fully occupied building with in-house product and design studios.

**CONTACT INFORMATION**

Please send your resume together with a cover letter in English motivating why you would be our perfect candidate. For any questions, please contact Kalle Mengers at [kma@norseprojects.com](mailto:kma@norseprojects.com)

We are looking forward to hearing from you!