

Job Description

Job title:	Marketing Operations Coordinator
Team:	Genie Shopping Network Team

What it's about:

As the Marketing Operations Coordinator, you'll be responsible for the management, organisation and flow of all new clients being onboarded.

The role will involve taking responsibility and ownership of our internal queue of clients and ensuring they are onboarded with both a high quality, but also in an expected time frame. Training and mentoring a team of Marketing Operations Executives alongside the Head of Operations to help achieve this is a key part of the role.

Organisation and attention to detail will be key skills as number of clients being onboarded will grow across the year, requiring an "on the ball" mentality to ensure the KPIs of onboarded clients are achieved whilst ensuring they are optimally set up to be passed over to the Account Management team primed for success.

Reporting To:

Head of Operations

What you'll do:

Onboarding & Feeds

- Manage the onboarding queue and process to ensure KPIs are hit.
- Assist in both onboarding key clients, but help assist when clients numbers are required to increase capacity to achieve targets.
- Ensure a high quality of work from the team is being produced, monitoring each step of the onboarding process as the team gets large numbers of clients live.
- Consolidate feedback, faults, errors, improvements and general comments towards the relevant teams on a regular basis.
- Monitor and hand-over newly live clients alongside the Account Management team, ensuring performance checks and account setup is at the required level.
- Reporting on onboarding rate and tracking KPIs alongside taking the lead on presenting to the wider team on both team & company wide updates.

Product Development

- Work closely with the development team as the key contact, looking to improve the overall efficiency of onboarding.

Management

- Line management of up to 4 executives.
- Train & mentor executives in your team, helping them develop the required skills in their roles.
- Run regular 121's with executives in your team, keeping them engaged and developing their progression alongside Head of Operations.

Google Shopping Ads / Google Merchant Centre

- Ensure Google Ad setups across clients are consistent and accurate.
- Oversee trends in best practice set up such as (but not limited to) product titles, additional product types, required fields and recommended fields per client industry to expand our best practice and requirements for both the sales team to capture, but also the onboarding team to implement.
- Ensure Merchant Centre accounts and imports are running optimally, capturing issues with imports and consolidating issues to the product team.
- Build up a database/hub of information on both the merchant centre and google ads best practices for the training hub.

Training

- Dedicate time to training to continually learn new skills.
- Create and engage with your OKRs to drive forward your personal development.

- Stay up to date on the latest news and developments in CSS, digital marketing and retail to continually grow your knowledge and keep Genie at the cutting edge.

Other / Misc

- Helping designing processes between other teams such as sales & account management.
- Continue to develop the training and resource hub, ensuring it is up to date.
- Actively suggest and help implement improvements to our methodology and best practices.
- Occasionally attend events to represent Genie.
- Responsibility to find out how GDPR applies to your team's activities.
- Understand and comply with all GV guidelines for security and data protection.
- Any other tasks or functions which are required by Genie, particularly in relation to digital marketing.

Who we are:

Genie Ventures is an ambitious internet business responsible for a network of fast-growing e-commerce sites. We have always challenged the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie, Office Genie, Genie Goals and Genie Shopping Network services and are currently planning our next wave of growth.

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage (we've been going eight years and retain all the fun elements of a startup but with a proven record behind us). We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of freedom to succeed and plenty of responsibility. We have a proven track record of making money online, we're ambitious, we want to succeed and we want the best people to join us.

Person Specification

Who we're looking for:

Criteria	Description	Essential or Desirable
Experience	<ul style="list-style-type: none"> • Affiliate marketing tools, systems and commercials • Online marketing metrics • Google AdWords experience 	Preferred Essential Preferred
Skills	<ul style="list-style-type: none"> • Advanced excel • Intermediate word, powerpoint, excel • Excellent written and verbal communication • EU Languages 	Preferred Essential Essential Preferred
Genie Behaviours	<p>Smart</p> <ul style="list-style-type: none"> • Intelligent • Imaginative • Inquisitive <p>Great attitude</p> <ul style="list-style-type: none"> • Motivated / driven • Passionate • Serious / focussed • Respectful <p>Get things done</p> <ul style="list-style-type: none"> • Planning • Teamwork • Adaptability 	Essential Essential Essential Essential Essential Essential Essential Essential Essential
Job Specific Behaviors	<ul style="list-style-type: none"> • Tenacious • Personable • Target driven • Customer focused • Attention to detail • Business acumen 	Essential Essential Essential Essential Essential Essential