

## Job Description

<b>Job Title</b>	E Commerce Trading Specialist
<b>Department</b>	Uniphar Retail Services
<b>Reporting To</b>	Head of Digital

### Objective:

The E-Commerce Trading Manager will work as part of the Digital team and be responsible for maximising revenues by analysing sales data, reporting performance, identifying growth opportunities and resolving issues to drive top-line growth and to execute against the commercial e-commerce plan for Hickeys.

### Company Background

Uniphar Group PLC is one of Ireland's most successful indigenous companies, managed and run from our headquarters in Citywest, Dublin. With a group turnover in excess of €1.4billion, Uniphar is a trusted partner of choice for the Global Pharmaco-Medical sector focusing on product life optimisation strategies through an integrated suite of outsourced activities across our Supply Chain, Commercial-Clinical and Lifecycle Management divisions.

Set up 40 years ago by community pharmacists to allow them to control their own supply chain, the roots of the Uniphar Group remain in community pharmacy and ownership is still held largely by community pharmacists. Entrepreneurial and fast moving, the company is expected to list on the stock exchange in the next few years.

In 2013, Uniphar acquired Cahill May Roberts, one of its main competitors, and since then has undertaken a serious investment in IT and infrastructure, including SAP, while integrating the two businesses. Our Citywest Distribution Centre (CDC) is a €65M state of the art warehousing and distribution facility and is one of the most technologically advanced of its kind in Europe.

In 2015 Uniphar continued to expand and acquired Star medical a UK business who provides a full outsourcing and resourcing solution that delivers sales, marketing, medical and clinical people for Pharma, Medical Devices & Technology, Clinical Research and Healthcare Communications businesses. In August 2018 the group acquired the Sisk Healthcare Business and most recently in November 2018 acquired the Bradley group of pharmacies out of examinership. This acquisition will bring the Uniphar Group employee headcount to over 1,400 people across Ireland, the UK and Benelux.

### People & Culture

At the core of Uniphar Group are its people and our employees are the driving force of the business. Uniphar is passionate about hiring and developing high-potential individuals and giving them fast track, long-term careers.

The company hires more than anything on cultural fit and potential to grow within the business. It is a fast moving business in an industry that is going through a lot of change – this means our people have to be adaptable, quick thinking and focused on results.

In order to succeed in Uniphar you will be smart, down to earth, highly commercial and driven. You will need to be flexible in how you think and a strong problem solver. You will also need to be a good

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leader, able to get the best from your own team and also to work cross functionally and interact effectively with people at all levels of the business.

### MAIN DUTIES & RESPONSIBILITIES

- Manage the end-to-end website experience and create personalised on-site content that is SEO-optimised and supports customers in all phases of the purchase journey through the site
- Work alongside the eCom buying team to deliver online sales KPI's and periodically review what's working across the sites and make recommendations based on real data analysis
- In conjunction with the Buying and Digital marketing Team, project manage new initiatives and brand launches and promotion cycle as well as new season launches
- Manage the third party development partner & budget and relationships with IT vendors to maintain an update the site and deliver performance efficiencies
- Be responsible for ensuring new product setup using relevant product info and visual content when appropriate to create a market leading customer UX and UI
- Optimise the usability, design, content and conversion of the platforms
- Work with eCommerce plugins like Nosto, Trust Pilot and Shopbox to grow average basket
- Create, optimise and report on website performance in Google Analytics
- Produce sales performance reports and analysis for trading and steering group meetings
- Be part of the team that oversees customer acquisition marketing channels including but not limited to paid search, email marketing, display, social and other digital channels.

### QUALIFICATION, EXPERIENCE & SKILLS REQUIRED

- Educated to degree level or similar
- Minimum of 5 years' online trading experience ideally in a retail environment
- Display an in-depth understanding of web analytics, SEO, conversion optimization, marketing analytics/attribution, merchandising and ecommerce best practices.
- Have a proven record in utilizing advanced data analytics and Google Analytics
- Have an analytical mind and the ability to influence through using data analytics
- Hands-on experience with Magento Enterprise and Google Analytics (or other ecommerce and marketing analytics platforms respectively) is desired
- Be able to demonstrate a track record in devising and executing digital campaigns
- Experienced in paid social media marketing & Content management Systems
- Experienced in Google AdWords, SEO, PPC, paid social media marketing & Content management Systems

### COMPETENCIES

- Strong process and project management skills
- Works well within a team, flexible and willing to share
- Demonstrate ambition and initiative in their work
- Open to change in a fast-moving industry
- Be results orientated
- Self-motivated, problem-solving team player

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- Self-motivated, problem-solving team player comfortable working on their own initiative

❖ **Interested applicants should apply with CV directly to:**  
[pfinlay@starmedical.ie](mailto:pfinlay@starmedical.ie)