



## JOB DESCRIPTION

Position Title: eCommerce VA	
PAYSCALE: TIER 2	
Key Responsibilities	Brief Description of Duties
Experienced Virtual Assistant with Specialized Skills in Customer Service, Social Media Site Management, Social Media Product Promotion, Product Research, and Database Management and Reporting	<p><b>CUSTOMER SERVICE:</b></p> <ul style="list-style-type: none"> <li>● Setup and manage email autoresponder software</li> <li>● Correspond with customers via email and phone</li> <li>● Conduct outbound customer calls to solicit feedback on product</li> <li>● Follow up on all customer inquiries, send thank you notes and reminder emails</li> <li>● File Management (organizing files using Dropbox, Google Docs)</li> <li>● Liaison between your client and vendors</li> <li>● Preparing of timely and accurate presentations and reports using Microsoft office applications including Word, PowerPoint and Excel.</li> <li>● Maintenance of a CRM platform to ensure information is recorded, updated and accurate at all times</li> </ul> <p><b>SOCIAL MEDIA MANAGEMENT AND MARKETING:</b></p> <ul style="list-style-type: none"> <li>● Set-up Social Media Accounts (Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, YouTube)</li> <li>● Manage and update Social Media Accounts</li> <li>● Assist with brand promotion and network expansion efforts</li> <li>● Search the web for content to post of social media sites daily</li> <li>● Assist with profile development on business networking sites</li> <li>● Search for blogging groups that may be interested in specific products</li> <li>● Assist in the creation and management of Fan pages on Facebook, Google+</li> <li>● Search for online community forums to promote products</li> <li>● Search and evaluate deal sites to promote products</li> <li>● Assist in the development of social media promotional campaigns</li> <li>● Coordinate and monitor promotional mailings</li> <li>● Coordinate and monitor email marketing campaigns</li> </ul> <p><b>REPORTING AND TRACKING:</b></p> <ul style="list-style-type: none"> <li>● Develop and maintain campaign tracking spreadsheet</li> <li>● Develop and maintain customer tracking spreadsheet</li> <li>● Create Sales and Inventory Trending Reports</li> <li>● Create reports on weekly tasks and deliverables (knowledge of project management software preferred)</li> <li>● Develop and maintain customer communication spreadsheet</li> </ul> <p><b>INTERNET RESEARCH:</b></p> <ul style="list-style-type: none"> <li>● Conduct research on current industry trends</li> <li>● Conduct product research</li> <li>● Conduct competitor research</li> <li>● Conduct keyword research (using Google AdWords)</li> </ul>



<p>Key Qualifications</p>	<ul style="list-style-type: none"> <li>● Must be proficient with MS Office Suite (Word, Excel, PowerPoint)</li> <li>● Proficient with Google Suite (Docs, Sheets, Gmail, Calendar)</li> <li>● Good spelling, punctuation and grammar</li> <li>● Excellent English communication skills (written and oral)</li> <li>● Time management skills required</li> <li>● Ability to work as part of a collaborative team remotely</li> <li>● Candidate must be very organized and detail oriented</li> <li>● Candidate must be service driven with excellent customer service skills</li> <li>● Creative problem solver and highly adaptable to client needs</li> <li>● At least 5 years customer service experience required</li> <li>● At least 2 years of college or vocational course required</li> <li>● Must be able to manage social media platforms</li> <li>● Knowledge of keyword research using Google AdWords</li> <li>● Knowledge of blogging and WordPress preferred</li> <li>● Knowledge of email marketing campaigns preferred</li> <li>● Knowledge of audio and video creation preferred (using Jing, Camtasia and Screencast-o-matic)</li> <li>● Knowledge of video editing preferred (VideoMakerFX, MovieMaker)</li> <li>● Knowledge of image manipulation preferred (Photoshop)</li> </ul>
<p>Technical Requirements</p>	<ul style="list-style-type: none"> <li>● Computer Processor is at least Dual Core (for both primary and backup computers)</li> <li>● Computer Memory/RAM is at least 4GB (for both primary and backup computers)</li> <li>● Computer Operating System is at least Windows 7</li> <li>● Both primary and backup internet connections should be running on a 3Mbps plan or higher with at least a download speed of 2Mbps</li> <li>● USD headset with noise cancellation feature</li> <li>● A quiet work environment</li> </ul>



Core Competencies	
Key Competencies	Performance Standards/Results
Effective Communication	<ul style="list-style-type: none"> <li>● Presents information both clearly and concisely and regularly confirms correct interpretation of information.</li> <li>● Very high standard of communication skills both written and oral for the presentation of facts and ideas.</li> <li>● Written communication must be clear, concise, and easy to read and comprehend.</li> </ul>
Organization of Work	<ul style="list-style-type: none"> <li>● Demonstrates the ability to handle several projects simultaneously.</li> <li>● Implements the key principles of time management, task allocation and priority assignment in addition to personal organisation.</li> <li>● Continually seek ways to improve the service provided via development of professional skills and personal growth.</li> <li>● Initiates and responds to suggestions for improving service.</li> </ul>

Position Requirements / Selection Criteria
<b>Essential Knowledge, Skills and Abilities</b>
Extensive computer and internet literacy
High Speed Internet Connection
Highly Proficient in English Language
Available to work on US business hours
Long term commitment
Proficiency with advanced Microsoft Office applications including Word, PowerPoint and Excel
Attention to detail and a high level of accuracy in all output
5+ years prior experience in a customer service role
Must be able to work with minimum supervision
Open to ongoing training

**IMPORTANT NOTE:**

Check out [“Open Positions”](#) for more details on all Tier 3 positions available. Fill out [“Join Us” form](#) to start the application process.