**Exit Profile – Ecommerce Retail Specialist**

**EDUCATIONAL INTENTIONS OF THE PROGRAM**

During this program, students will examine the role of an Ecommerce retail specialist working within the Ecommerce department of an online retailer. The **Ecommerce profession** consists of developing and growing social media communities, working with copywriter-web specialists, creating and maintaining an online catalogue and working with cross functional teams to develop, design and manage merchandise. Designed for students who have an excellent sense of style and knowledge of fashion trends, the Ecommerce retail specialist **(AEC)** trains professionals to learn the skills to work within all facets of a retailer’s online store.

**KNOW-HOW**

1. **Social media strategies**
	1. Interact with customers in real time on various social media platforms.
	2. Define and measure key success metrics.
	3. Create measures, analysis and reports of all social media platforms.
	4. Manage all online merchandising promotions in collaboration with planning and allocation.
	5. Ensure optimization of current platform, tools and trends on-site and on social media.
2. **Online catalogue specialties**
	1. Develop an online merchandise assortment.
	2. Develop and maintain an on line catalogue.
	3. Align brand and business objectives
	4. Communicate and coordinate efforts with all related departments.
3. **Product line management**
	1. Work in conjunction with merchandising, planning and allocation departments.
	2. Monitor all visuals and merchandise of online products.
	3. Develop online merchandise assortments.
	4. Manage online merchandise promotions.
	5. Develop creative and innovative strategies to implement and execute a business plan.

**KNOWLEDGE**

1. Understand and analyse the competition and marketplace.
2. Understand the steps in the styling of a brand.
3. Analyse performance and plans to help identify sales and profit margins.
4. Identify influential community members across social media platforms and site.

**EXPECTED OUTCOMES AT THE END OF THE PROGRAM**

By the end of the program, students will be able to…

**SOFT-SKILLS**

* Work in teams
* Demonstrate good communication skills
* Show strong analytical skills
* Demonstrate correct usage of methods and procedures
* Take leadership role
* Develop a course of action
* Formulate new schemes to classify events and ideas
* Work under pressure
* Be responsive to changes
* Generate innovative ideas

**EMPLOYMENT PROSPECTS**

Ecommerce community specialist, Ecommerce catalogue specialist, Ecommerce product manager, Ecommerce stylist