

cowgirlblues

CRAFTING COLOURFUL LIVES

E-commerce & Website Coordinator

We are looking for a hands-on, detail-oriented E-commerce & Website person to support the smooth day-to-day running of our WooCommerce online store, powered by our Cin7 inventory management system.

This role involves managing product listings, coordinating content updates, overseeing online order flow, and ensuring our product information is always up to date and accurate across platforms.

You will work closely with the team at our Cape Town studio to execute and maintain the online shopping experience for our global customer base.

Key areas of responsibility

- **WooCommerce Store:**
 - o Manage product uploads, pricing, categories, and content updates
 - o Monitor and update product images and descriptions
 - o Set up discount codes, special offers, and seasonal campaigns
 - o Process online orders, returns, and customer updates
 - o Support blog post publishing and homepage updates
 - o Update event and consultation content when needed
- **Inventory & Product Data (Cin7):**
 - o Maintain product information, pricing, and stock levels in Cin7
 - o Ensure accurate sync between Cin7 and the WooCommerce store
 - o Update barcodes, SKUs, and attributes within Cin7
 - o Flag discrepancies in stock levels or product data
 - o Assist with reporting and inventory admin tasks
- **Content & Communication:**
 - o Assist in preparing content for newsletters and product launches
 - o Write/edit short copy for products, blog posts, and marketing updates
 - o Liaise with the studio team on new product releases and restocks
- **Analytics & Admin:**
 - o Pull basic reports from WooCommerce, Google Analytics, or Cin7
 - o Track and summarise sales trends and top-performing products
 - o Support with admin tasks as needed for shop operations
 - o Other general administrative and analytical responsibilities as may be required from time to time in a small business

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Experience and qualifications:

- Minimum 3-4 years experience managing an online store backend (WooCommerce preferred)
- Good working knowledge of **Cin7** or other inventory/order management system
- Comfortable navigating WordPress and WooCommerce product setup
- Experience with simple image editing (Canva, Lightroom, etc.)
- Familiarity with Mailchimp, Klaviyo, SEO, and website plugins
- Basic understanding of website performance and sales metrics

Key Attributes:

- Strong written communication and copy-editing skills
- Excellent attention to detail and data accuracy
- Organised, reliable, and able to take initiative
- Ability to follow instructions & work independently
- Positive, cheerful, motivated & enthusiastic

Bonus Skills (Nice to have)

- Interest in handmade goods, yarn, knitting or crafting
- Willingness to assist with photography or content creation

What you'll get:

- A meaningful role in a creative, women-led business with international reach
- A friendly, supportive working environment at our Maitland studio
- Opportunities to grow your e-commerce, content, and inventory management skills
- Exposure to global online sales, handmade goods, and a passionate customer base

Salary range R15,000-R20,000/month, cost to company, based on experience.

This is a full-time, in-person position.

Please send your cv and covering letter to lisa@cowgirlblues.co.za