

CS15 Online Sales / E-Commerce Coordinator

1. Job role

TCF sub-sector	Cross Sector
Job role	CS15 Online Sales / E-Commerce Coordinator
Job role description	Coordinates online sales and digital retail operations for businesses in the textile, clothing and footwear (TCF) industry. The role manages product listings, digital merchandising, online promotions and order processing across e-commerce platforms. The Online Sales / E-Commerce Coordinator works with marketing, warehouse and customer service teams to ensure accurate product information, efficient order fulfilment and positive customer experiences across digital sales channels.
Performance expectations	• Maintain accurate and up-to-date product listings on e-commerce platforms • Support online sales growth through effective digital merchandising • Ensure accurate product descriptions, sizing information and images • Coordinate timely processing and fulfilment of online orders • Monitor online customer enquiries and respond promptly • Support promotional campaigns and digital sales initiatives • Maintain accurate records of online sales transactions • Contribute to positive online customer experiences and brand reputation
Specialisation	E-commerce platform management, digital product merchandising, online sales analytics, and coordination of online order fulfilment for apparel and footwear retail.
Application in other TCF sectors	The skills described in this profile are transferable across multiple sectors of the textile, clothing and footwear (TCF) industry and may also be applied in other manufacturing and product-based industries where similar capabilities are required.

2. Key tasks and critical work functions

Key tasks	• Upload and manage product listings on e-commerce platforms • Maintain product descriptions, specifications and images • Coordinate online promotions, pricing updates and product launches • Monitor and respond to online customer enquiries • Track online sales performance and order activity • Coordinate order processing with warehouse and logistics teams
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	• Support digital marketing campaigns and promotions • Maintain online store content and merchandising layout
Critical work functions	• Ensuring accurate and consistent online product information • Supporting efficient online order fulfilment processes • Maintaining digital brand presentation and merchandising standards • Monitoring online customer engagement and feedback • Supporting sales growth through effective online product presentation • Maintaining coordination between digital sales, marketing and logistics teams

3. Technical skills

E-commerce platform management	Manage online stores using platforms such as Shopify or similar systems.
Digital merchandising	Organise and present products effectively on digital retail platforms.
Product information management	Maintain accurate product specifications, sizing and descriptions.
Online order processing	Coordinate order fulfilment and shipment tracking.
Digital marketing tools	Support online promotions and marketing campaigns.
Sales analytics	Monitor sales metrics and customer behaviour data.
Customer communication systems	Respond to customer enquiries through digital channels.
Inventory integration	Coordinate online stock levels with warehouse systems.

4. Generic Skills

Communication	Provide clear and professional responses to customer enquiries.
Attention to detail	Ensure accuracy of product information and online listings.
Organisation	Manage multiple digital sales tasks and order processes.
Problem solving	Resolve online order issues and customer concerns.
Teamwork	Work collaboratively with marketing, retail and logistics teams.
Adaptability	Respond to evolving digital retail trends and technologies.

5. Emerging skills

Emerging skills	• Omnichannel retail integration • AI-assisted product recommendation systems • E-commerce analytics tools • Digital customer engagement platforms • Integration of e-commerce with warehouse and logistics systems • Sustainable and transparent product information systems
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6. VET Qualifications and Skill Sets

Entry-level preparation	SIRSS00016 Ecommerce Management or equivalent
Advanced development	BSB50120 Diploma of Business or equivalent.

7. Job progression

Possible job progression	Online Sales Assistant → Online Sales / E-Commerce Coordinator → Digital Commerce Manager → Head of Digital Retail
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8. Classification

Australian Qualifications Framework	AQF Level 4-5
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2-3
Open Source Classification of Occupations for Australia (OSCA)	E-Commerce Coordinator – Retail and Digital Sales



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