

# CS15 Online Sales / E-Commerce Coordinator

## Disclaimer

*These Occupational Frameworks and Skill Profiles have been developed as workforce planning, occupational mapping and skills reference resources for the Australian textile, clothing and footwear (TCF) industry. They are intended to describe the typical functions, responsibilities, skills and capabilities associated with occupations across the industry.*

*These documents are not intended to replace or override industrial instruments or employment arrangements, including awards, enterprise agreements, employment contracts, position descriptions, classification structures, licensing or regulatory requirements, or other statutory obligations. Where differences arise, the relevant industrial, legislative or regulatory requirements take precedence. The Skill Profiles should be used as complementary reference documents to support workforce planning, career development, training and skills recognition.*

## 1. Job role

| TCF sub-sector                   | Cross Sector                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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| Job role                         | CS15 Online Sales / E-Commerce Coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Job role description             | Coordinates online sales and digital retail operations for businesses in the 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         | <ul style="list-style-type: none"> <li>• Maintain accurate and up-to-date product listings on e-commerce platforms.</li> <li>• Support online sales growth through effective digital merchandising.</li> <li>• Ensure accurate product descriptions, sizing information and images.</li> <li>• Coordinate timely processing and fulfilment of online orders.</li> <li>• Monitor online customer enquiries and respond promptly.</li> <li>• Support promotional campaigns and digital sales initiatives.</li> <li>• Maintain accurate records of online sales transactions.</li> <li>• Contribute to positive online customer experiences and brand reputation.</li> </ul> |
| 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 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

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|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key tasks               | <ul style="list-style-type: none"> <li>• Upload and manage product listings on e-commerce platforms.</li> <li>• Maintain product descriptions, specifications and images.</li> <li>• Coordinate online promotions, pricing updates and product launches.</li> <li>• Monitor and respond to online customer enquiries.</li> <li>• Track online sales performance and order activity.</li> <li>• Coordinate order processing with warehouse and logistics teams.</li> <li>• Support digital marketing campaigns and promotions.</li> <li>• Maintain online store content and merchandising layout.</li> </ul> |
| Critical work functions | <ul style="list-style-type: none"> <li>• Ensuring accurate and consistent online product information.</li> <li>• Supporting efficient online order fulfilment processes.</li> <li>• Maintaining digital brand presentation and merchandising standards.</li> <li>• Monitoring online customer engagement and feedback.</li> <li>• Supporting sales growth through effective online product presentation.</li> <li>• Maintaining coordination between digital sales, marketing and logistics teams.</li> </ul>                                                                                               |

### 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 | <ul style="list-style-type: none"> <li>• Omnichannel retail integration.</li> <li>• AI-assisted product recommendation systems.</li> <li>• E-commerce analytics tools.</li> <li>• Digital customer engagement platforms.</li> <li>• Integration of e-commerce with warehouse and logistics systems.</li> <li>• Sustainable and transparent product information systems.</li> </ul> |
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## 6. VET Qualifications and Skill Sets

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

## 7. Job progression

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

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|----------------------------------------------------------------|------------------------------------------|
| Australian Qualifications Framework                            | AQF Level 4-5.                           |
| Australian Bureau of Statistics (ABS) Skill Levels             | Skill Level 1-2.                         |
| Open Source Classification of Occupations for Australia (OSCA) | 221431 ICT Business development manager. |



Skills Insight is a Jobs and Skills Council funded by the Australian Government Department of Employment and Workplace Relations.