

CS30 TCF 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
Job role	CS30 TCF E-Commerce Coordinator
Job role description	Coordinates online sales platforms, digital product listings and customer transactions to support e-commerce operations in TCF production and processing facilities.
Performance expectations	- Managing online stores and e-commerce platforms across multiple channels. - Uploading and maintaining accurate product listings, descriptions and images. - Processing online orders and coordinating fulfilment with production or dispatch. - Monitoring stock availability and updating inventory across platforms. - Coordinating with production, logistics and customer service teams. - Managing customer enquiries related to online orders. - Tracking sales performance and online engagement metrics. - Ensuring consistency of branding and product presentation. - Supporting promotional campaigns and digital marketing activities. - Maintaining accuracy in pricing, product data and order processing.
Specialisation	E-commerce platforms, digital merchandising, product data management, online sales analytics, Customer Relationship Management (CRM) integration.
Application in other TCF sectors	- Apparel production supporting online retail, product listings and order fulfilment. - Textile manufacturing supporting digital sales of fabrics and materials. - Footwear production supporting online product sales and customer engagement.

	- Leather goods production supporting digital retail and brand presentation. - Dry cleaning and laundry services supporting online booking and service transactions. - Technical textile and specialty services supporting digital ordering systems. - Manufacturing and service industries supporting e-commerce and digital sales platforms.
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2. Key tasks and critical work functions

Key tasks	- Managing product uploads and online catalogue updates. - Processing and tracking online orders. - Coordinating fulfilment with operations or logistics teams. - Monitoring stock levels and updating availability. - Responding to customer enquiries and service requests. - Supporting digital marketing campaigns and promotions. - Maintaining data accuracy across platforms. - Following organisational procedures for digital commerce.
Critical work functions	- Ensuring accuracy of product information and listings. - Maintaining efficient order processing and fulfilment. - Supporting seamless customer experience across digital channels. - Ensuring alignment between online systems and operations. - Preventing errors in pricing, stock and transactions. - Adapting to changes in digital platforms and customer behaviour.

3. Technical skills

E-commerce platforms	Managing online e-commerce platforms.
Product data management	Maintaining accurate product listings, descriptions and images.
Order management systems	Processing and tracking online customer orders.
Inventory systems	Updating stock levels across digital platforms.
CRM systems	Managing customer interactions and service records.
Digital marketing tools	Supporting campaigns and promotional activities.
Analytics tools	Monitoring sales and performance metrics.

4. Generic Skills

Communication	Engaging effectively with customers and internal teams.
Attention to detail	Ensuring accuracy in product and order data.
Organisation	Managing multiple platforms and tasks efficiently.
Problem solving	Resolving customer and system issues.
Adaptability	Responding to evolving digital tools and platforms.

Time management	Managing deadlines and order processing timelines.
Customer focus	Delivering high-quality digital service experience.

5. Emerging skills

Emerging skills	• Using AI-driven e-commerce systems. • Integrating omnichannel retail and service platforms. • Applying data analytics for customer behaviour insights. • Supporting mobile commerce and app-based ordering. • Enhancing digital customer experience and personalisation. • Integrating sustainability messaging into online platforms.
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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	E-Commerce Coordinator → Senior Coordinator → E-Commerce Manager → Digital Commerce Manager → Head of Digital.
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8. Classification

Australian Qualifications Framework	AQF Level 3-5.
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2-3.
Open Source Classification of Occupations for Australia (OSCA)	162131 Retail manager [general].

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