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## ONLINE ORDER MARKETING EXECUTIVE

<b>Posting date:</b>	02 February 2021
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<b>Salary:</b>	£20,000 to £26,000 per year
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<b>Hours:</b>	Full time
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<b>Closing date:</b>	04 March 2021
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<b>Location:</b>	TW17 8AR
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<b>Company:</b>	MUMBAI SQUARE RESTAURANT LIMITED
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<b>Job type:</b>	Permanent
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<b>Job reference:</b>	MSRL003
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## Summary

Understand business ambition of Mumbai Square Restaurant Limited.

- Develop short- and long-term sales and marketing plans according to business plan.
- Segment customer based on menu preference, revenue contribution, dine-in or take away experience, order and collection preferences.
- Conduct quick market research by developing appropriate online tools e.g. SmartSurvey, SurveyMonkey, Qualtrics and google forms.
- Collate survey data, interpret findings, recommend action to bring changes in menu, food packaging and price offering.
- Enter partnership by signing agreements with Just Eat, Uber Eats, Zomato, Deliveroo, etc. and other emerging online marketing channels.
- Monitor and evaluate all order and performance issues with online platforms such as Just Eat, Uber Eats, Zomato, Deliveroo, etc. Disburse necessary commission or make adjustments as necessary.
- Work with SEO and PPC Consultants to ensure organisation website satisfy and comply with search marketing requirements of the establishments.
- Liaison with suppliers and their representatives over online channels to ensure all the restaurants supplies and services are available on time and minimum inventory are maintained.
- Coordinate with the Website designer to update and upload latest products, prices, latest offers and promotional campaigns; Optimize content for the website and social media platforms.
- Ensure an appropriate online order management system with strong adherences to compliance to organizational policies.
- Significantly increase Mumbai Square's sales percentage through website, apps and online channels.

3 years working experience in related roles preferably with small e commerce or marketing agencies.

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