Digital & E-Commerce Coordinator

Company: Watts & Co Limited
Location: London
Salary £29,000 – £32,000 per annum | Full time

We are looking for a Digital & E-Commerce Coordinator to join our team at Watts & Co., a family-run business based behind Westminster Abbey.

We specialise in handmade church and ceremonial garments and are also home to J. Wippell & Co., our clerical wear business.

This is a varied, hands-on role where you'll manage our website and online shop, keep product information up to date, support SEO, and help with social media, email marketing and promotional campaigns. It's a great opportunity for someone who enjoys working with websites and digital content, has a good eye for detail and likes working across different areas of digital marketing.

Role Overview

Watts & Co is looking for a Digital & E-Commerce Coordinator to support the day-to-day running of our website, online shop and digital marketing activities.

This is a hands-on role suited to someone who enjoys working with websites, product information and digital content. You will be responsible for keeping our website up to date, uploading new products, maintaining accurate product details, improving online visibility and supporting our social media and email marketing campaigns.

Working closely with our internal teams, you will help ensure our products are presented accurately online and that our digital activity supports the wider business.

Key Responsibilities

- Managing and updating the company website and online shop.
- Uploading new products, collections, images and product information.
- Keeping prices, stock information, descriptions and specifications up to date.
- Creating and updating website pages and promotional content.
- Checking the website for broken links, outdated information or anything that needs attention.
- Working with our external web developers when technical support is needed.
- Making sure the customer journey works properly when website updates are made.
- Working with Sales and Production teams to make sure product information is correct.
- Managing basic on-page SEO, including page titles, headings, descriptions, keywords and image information.
- Scheduling and publishing product-led social media content.
- Helping with new product launches, promotions and commercial campaigns.
- Creating and sending agreed email marketing campaigns and keeping mailing lists up to date.
- Helping to keep leaflets, brochures and other digital marketing materials current.
- Looking at website, social media and email marketing results and providing a simple monthly overview of what is working and what needs attention.
- Keeping our digital image and product files organised and making sure the correct versions are being used.

You'll ideally have:

- Experience managing or updating a commercial website.
- Experience using an e-commerce platform, ideally Shopify.
- Experience uploading and maintaining product information.
- A good basic understanding of SEO.
- Experience managing and scheduling social media.
- Experience using email marketing platforms.
- Good Excel and data skills.
- Strong attention to detail, particularly when working with product information and pricing.
- Some experience with Canva, Adobe or similar design/image editing software.
- The ability to understand basic website and marketing analytics.
- Able to communicate clearly and effectively in writing.
- The confidence to work independently and manage your own workload.

What we offer

- £29,000 to £32,000 per annum
- Paid lunch hour
- An extra day off for your birthday and for years of service
- Opportunities to travel for photoshoots and site visits
- Regular company socials
- Equipment and software provided

About Watts & Co

Watts & Co has been established since 1874 and has built its reputation around quality, craftsmanship and attention to detail. We work across textiles, vestments, embroidery, bespoke commissions and church furnishings.

We are looking for someone who will take pride in the work they do and understand the importance of getting the details right.

If this sounds like something you'd enjoy, please send your CV and a short covering letter to wattsandco@co-unityhr.co.uk