



Daraz is South Asia's leading online shopping and selling platform present in Sri Lanka, Bangladesh, Pakistan, Myanmar & Nepal. We currently operate an ecosystem of over 115,000 sellers, serving 5 million plus consumers with more than 20 million listed products. In 2018, Daraz was acquired by Alibaba Group & we are proud to carry our part of the mission to 'make it easy to do business anywhere'. We are leveraging Alibaba's global leadership in technology, online commerce, mobile payment & logistics to drive growth in our markets. Together with Alibaba, we are ready to empower entrepreneurs in the region & fulfil our promise to offer our customers the best selection of trusted products with a high level of convenience. Our Organization is characterized by smart talent with lots of energy & innovation. We have a culture which is extremely performance oriented, data driven & believe in letting the best people & ideas grow. For further growth, we seek new team members for the post of:

## Onsite Executive

### JOB ROLE

- Collect wireframe and design details from KAMs for their campaign plans. Add/remove/update design SKUS/taglines/modules in the wireframe if found not attractive enough, respond to and troubleshoot all website issues
- Create Campaign Pages that DarazMall teams plans and designs. Select SKUs, taglines, campaign names, and plan for modules that work best for the wireframe.
- Plan & Coordinate push notification /Newsletter/Social Media posts for weekly campaigns
- Check traffic data (slider clicks, brand event clicks and page clicks using traffic dashboard on regular basis). Try keeping note of module based-based performance and learn new modules.
- Responsible for the outlook of all DarazMall Stores. Inform KAMs from time to time on any store level modification needed such as changing top banner, removing any expired module, adding store logos etc.
- Update HTML, CSS and JavaScript regularly
- Conduct content audits to eliminate redundant and/or duplicate information
- Create appropriate website content aligned to the organization's strategy
- Improve the User Experience of the website regularly.
- Close coordination with onsite team to keep them updated about campaigns running simultaneously in Daraz and DarazMall and take necessary measures for homepage visibility
- Keep up-to-date with industry best practice and monitor websites

### JOB REQUIREMENTS

- Higher National Diploma/Bachelor's Degree in IT from any reputed Institute
- Minimum 1 to 2 years of working experience in relevant field (Preferably in IT)
- Must have excellent negotiation skills and ability to work to work in a dynamic business environment.
- Candidate having CMS based web design experience, WordPress, E-Commerce background is highly preferred.
- Problem solving skill
- Have to be Energetic, smart and can-do attitude
- Proficient in MS Office (Advance working knowledge in Excel)



If you feel ready to take up the challenge, please forward your resume along with a recent photograph, cover letter and details of two non-related referees to [hr@daraz.lk](mailto:hr@daraz.lk) with the post applied for mentioned in the subject line.

Daraz is an Equal Opportunity Employer.