



Position Description: Sales and E-Commerce Officer

Position Summary	
Title	Sales and E-Commerce Officer
Classification and Level	Level 2
Section	Impact and Collaboration Team
Reporting to	Marketing and Communications Manager
Delegation/Supervision	NA
Compliance Requirements	<i>Working with Vulnerable People Registration and other background checks as required in accordance with ECA's policies.</i>
Date Approved	September 2025
Location	Canberra
Status	Full-time

About Early Childhood Australia

Early Childhood Australia (ECA) has been operating since 1938, we are a not-for-profit organisation with a national membership.

Our vision is 'every young child thriving and learning'. *To achieve this vision, we champion the rights of all children from birth to the age of eight to thrive, learn and play at home, in the community, within early learning settings and through the early years of school. Our work builds the capacity of our society, including families and early childhood professionals, so that every child—regardless of location, household income or individual needs—can be nurtured to achieve their unique potential.*

ECA acknowledges the unique place of Aboriginal and Torres Strait Islander peoples in our society, the past and current injustices and realities for them across Australia, and the enduring strength of their cultures and identities. We commit to being at the forefront of achieving a reconciled nation that values, respects and celebrates Aboriginal and Torres Strait Islander ways of knowing and being.

Everything we do is founded on the ECA Code of Ethics and our organisation's values.

CHILD-CENTRED: Children are citizens of today and tomorrow.

LEADERSHIP: We demonstrate clarity of purpose in every action and decision.

TRUST: Our work is based on evidence and expertise.

INTEGRITY: We are ethical, transparent and accountable.

INCLUSION: Every child and every person has the right to be valued and to participate.

DIVERSITY: We recognise and value difference in ways of being and cultural knowledge.

ECA's Strategic Plan (2025-30) outlines the future direction of the organisation and what we stand for. It contains five strategic priorities:

1. **A voice for young children:** Our advocacy amplifies the voice of young children, families and the early childhood profession.
2. **Build professional and sector capability:** Our work builds the capability of educators, early childhood services and schools to be ethical, inclusive and effective.
3. **Partnerships for impact:** We partner with others to champion the importance of the early years and improve outcomes for all children.
4. **Leader in professional learning and events:** We are leaders in the provision of quality-assured resources and learning opportunities for early childhood professionals.
5. **Sustainable and effective:** We invest in our people and technology platforms to be socially, financially and environmentally sustainable and effective.

ECA is also strongly committed to reconciliation, our current **Reconciliation Action Plan** can be found on our website: www.earlychildhood.org.au.

Position Summary

The **Sales and E-Commerce Officer** plays a key role in supporting ECA's financial sustainability by actively identifying and engaging in sales opportunities and managing the ECA Shop and driving revenue across the organisation's commercial offerings, including professional learning offerings, conference and event tickets, memberships, publications and other.

This role is responsible for the performance and accuracy of the ECA Shop (hosted on WooCommerce), including stock monitoring, product profitability, and regular review of the product mix. It involves proactive sales outreach to early learning services, schools, councils, and other relevant other organisations to convert interest into purchases, subscriptions, or long-term engagement.

The ideal candidate is commercially minded and confident working across data, systems, and customer relationships, with a strong understanding of sales and excellent communication skills.

Key Responsibilities

1. Sales and Revenue Growth

- 1.1. Conduct outbound sales to early learning services, schools, councils, and other organisations to promote and convert interest in ECA's products and services
- 1.2. Drive revenue across key areas such as professional learning subscriptions, ECA Shop products, memberships, and event registrations and other commercial offerings as they arise.
- 1.3. Convert inbound enquiries into confirmed sales and identify opportunities for bulk purchasing or long-term engagement
- 1.4. Maintain accurate sales activity records in CRM systems (e.g. Salesforce) and follow up on leads in a timely and structured manner
- 1.5. Work to achieve monthly and quarterly sales KPIs, contributing to the organisation's revenue and growth targets
- 1.6. Provide sales performance insights to the Marketing and Communications Manager and contribute to campaign adjustments or refinements

2. ECA Shop and Inventory Management

- 2.1. Oversee the daily operations of the ECA Shop, including product listings, pricing, and promotions
- 2.2. Monitor and manage inventory and stock levels, coordinating with suppliers and fulfilment partners
- 2.3. Review and advise on the overall product mix to ensure alignment with customer demand and organisational priorities
- 2.4. Track product performance and recommend pricing, bundling, or clearance strategies to improve profitability
- 2.5. Prepare and contribute to monthly Shop performance reports using WooCommerce, Xero, and Google Analytics
- 2.6. Collaborate with the relevant teams to forecast demand and support the release of new resources

3. Sales Campaigns Support and Reporting

- 3.1. Support sales-related campaign implementation in collaboration with the Marketing and Events teams
- 3.2. Track performance against revenue targets and report regularly to the Marketing and Communications Manager
- 3.3. Provide feedback to product teams based on customer trends, feedback, or missed opportunities
- 3.4. Contribute ideas to improve cross-selling and customer journeys across digital touchpoints

4. Administrative and Team Support

- 4.1 Assist with quote preparation, bulk order processing, customer communications, and order follow-up
- 4.2 Maintain and segment contact lists to support marketing and sales initiatives

4.3 Support internal coordination across teams to ensure campaigns and promotions are aligned and timely

4.4 Work closely with the Customer Service team, who manage fulfilment, order processing, and direct customer follow-up, to ensure smooth operational handover and a consistent customer experience

4.5 Contribute to team meetings and shared projects where sales insights are needed

Selection Criteria

Essential

1. Experience in sales, account management, ecommerce, or stakeholder engagement
2. Excellent interpersonal skills, with a proactive and consultative approach to customer service
3. Strong attention to detail and ability to manage digital systems (e.g. WooCommerce, Xero, CRM platforms)
4. Strong written and verbal communication skills
5. High level of organisation and ability to manage competing priorities and multiple product lines
6. Proficiency in Microsoft Office; familiarity with digital reporting tools or analytics platforms

Desirable

1. Knowledge of or experience in the early childhood education and care sector
2. Experience working with Salesforce, Campaign Monitor, or similar marketing and CRM platforms
3. Experience in stock and inventory management in a small-to-medium ecommerce setting
4. Understanding of the nonprofit or education sectors

People with a disability, LGBTQI+ community members and Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply. ECA is strongly committed to Equal Employment Opportunities and workplace diversity.

General Conditions of Employment

- Conditions are in accordance with the ECA Enterprise Agreement 2022–2026
- Working with Vulnerable People registration is required
- The position is based in our National Office at 16 Mildura St, Fyshwick Canberra ACT.
- Occasional interstate travel and out-of-hours work may be required