

Overview of tasks of an e-commerce merchant



- Designing and further developing product/ service ranges
- Assessment, use and further development of distribution channels of e-commerce retailing
- Management of online portals as well as supporting procurement
- Use of tools for commercial management and control in e-commerce
- Designing interfaces with other distribution channels
- Assessment and choice of communication channels, designing internal and external communications
- Preparing and implementing measures of online marketing
- Initiation and handling of online goods and services agreements
- Assessment and use of different payment systems
- Legal compliance in e-commerce
- Application of project-orientated working methods in e-commerce

E-Commerce Merchant

Further information on the dual vocational training course

www.einzelhandel.de/ecommercekaufmann

Since 2018 Germany has a new job profile for the online retail sector.



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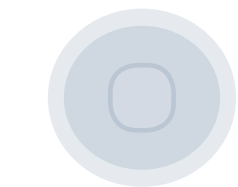
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The new job profile



Information on dual vocational training

E-Commerce Merchant



#nerdswanted

Dear ladies and gentlemen,

Due to the increasing digitalisation of the sector, retail is currently experiencing a far-reaching structural transformation. Turnovers in online retail are growing by double digits every year. In fact, today ten percent of the total turnover of retail is generated online. A growing number of brick and mortar retailers are launching online shops for their customers and are thus becoming multichannel retailers.

The booming e-commerce business is changing the requirements for employees. New tasks, processes and business models are being developed. In order for online retailers to stay innovative, they need innovative junior staff. With the curriculum for the dual vocation training course for the e-commerce merchant, the German Retail Federation (HDE) has developed a new job profile which systematically prepares apprentices for a career in the online retail sector. Since August 2018, this new dual vocational training programme has been available.

HDE wishes all companies offering this vocational training as well as the training staff and apprentices much success and valuable insights for future challenges.

Best regards



Stefan Genth



Training companies

E-commerce merchants are trained in companies which offer and sell goods or services via the internet. This includes pure online retailers as well as multichannel retailers.

Access to vocational training

Legally no particular previous training is required. Graduates of all types of schools can qualify for the vocational training programme for the e-commerce merchant. Good grades in maths, German and English form an important basis for the training course.



Training period and location

The dual vocational training for the e-commerce merchant takes place in a company as well as in a vocational school and takes 3 years to complete.

Final examination

E-commerce merchants complete a staggered final exam. The first part of the exam takes place after 18 months of training covering the first 15 months of the programme. The second part follows at the end of the training period.



Important abilities and skills

- ▶ Enthusiasm for online and e-commerce trends as well as technological innovations
- ▶ Passion for sales and marketing
- ▶ Interest in business-related contexts and legal provisions
- ▶ Marked ability in communications (oral and written)
- ▶ Analytical and logical thinking
- ▶ Eagerness to use data and figures
- ▶ Passion for dynamic and project-orientated working methods in e-commerce



After the vocational training

After successfully completing the vocational training, e-commerce merchants can work in all business companies which offer and sell goods and services via the internet or can support companies in developing an e-commerce strategy.

Further educational opportunities

- ▶ Retail specialist
- ▶ Specialist for distribution
- ▶ Specialist for tourism
- ▶ Specialist for marketing
- ▶ Management expert
- ▶ Specialist for e-commerce (currently being developed)

