



IT job December 2018 - more info for possible candidates

There isn't much space in the job advert. But I take the view that if you're applying for a job, you want to know as much about it as possible – so here's quite a bit more information than I can fit into the advert. The more you know about the job, the easier it is to see whether it'd suit you (and whether you'd suit it).

Who we are

We're a small business in Millom. There are just 10 of us as I write this so everyone's job tends to be varied as things come up - but this role in particular involves a lot of variety.

We write and publish books about technology for beginners. We sell them direct to individuals rather than to bookshops or Amazon - and we get amazing feedback from the people who buy them - stacks of letters and emails saying how much the books have helped.

We also have a couple of online things we do - included our newest launch, an online course about how to use Windows 10, which has been very popular... we'll almost certainly do some more courses now.

We take orders by the phone, through the post and online but since most of our customers are still novices with technology most of them order by post or phone... but an increasing number are using online (especially people who are already our customers and are ordering something else).

It's very important to me that this is a nice place to work and so I've made sure we only recruit decent people - no awkward sods here! You'll also find that there's less frustrating bureaucracy than most companies and we're good at letting you get on with the job rather than constantly getting in the way.

So what does the job involve?

As I said, it's a very varied role. But here's a brief description:

Web (tech) stuff

- Maintaining websites and making sure the various bits that work with them (stripe, epdq, mailchimp etc) work properly
- Helping with setting up new webpages/sites when we do something new.

Online Marketing stuff

- Not just getting customers (probably not even mainly that, though if there are things we can do to get more people to our website, that's great) but improving the performance of

website once people reach it (increasing the % who buy and making sure people know about books that go in pairs - this in particular we've done badly so far so there's a lot of potential), making it possible/easy for someone who's seen one of our newspaper adverts to request an "infopack" online, segmenting automatic emails when someone joins our email list. They don't have to come up with the ideas but they do need to understand them and be able to work on them without being micro-managed.

- Analysis: websites but especially Online Launch analysis - results from various emails and where people are "dropping out" - we'll put together a standard template for this so as long as you're comfortable with percentages it'll be easier than it sounds.

Internal stuff:

- Database stuff - helping maintain and tweak our own internal customer database
- Internal tech support and infrastructure - everything from helping when we have problems with a PC or printer to looking into what to do when we need new equipment.
- Electronic Security - making sure we always have adequate protection (AV, firewalls etc) helping go through our annual security questionnaire as a company that takes cards (PCI DSS) and making sure our backups are reliable.

Customer stuff:

- Answering tech questions from customers (mainly in writing - emails or an online Wordpress comments system)

Incidentally, the role is probably likely to be part time. Full time isn't impossible, but it's more likely to be part time – maybe 4 days a week.

What type of person we're after – skills needed

We'll obviously need someone who's very good with technology. But we're not necessarily expecting you to already know how to do all of this. You will need to be happy to learn (and good at picking up new things) but if you've got the basic ability with technology, we're happy for you to learn as you go.

You do need to be able to organise your own work (once we've agreed on tasks).

You'll need to be able to talk to people who aren't techies sensibly - not everyone who works here is particularly into technology, but if they need help or advice, you'll still need to be able to help them. And you'll need to be able to explain things clearly if you're writing a reply to a customer. To apply send a CV & covering letter saying why you'd be right for the job to Tim Wakeling at The Helpful Book Company, 13B Devonshire Road Estate, Millom, Cumbria LA18 4JS or by email to tim@helpfulbooks.co.uk