Vocational training in Germany (Ausbildung)

E-commerce clerk (Kaufmann/-frau im E-Commerce)

Kaufmann im E-Commerce / Kauffrau im E-Commerce

You keep an online shop running: range, orders, payment, marketing and customer service. A 36-month training, paid from the first year.

LEVEL	DURATION	GERMAN	PAY DURING TRAINING
Baccalaureate required	**3 years** 36 months	**B2** required level	**€1,146 to €1,334** gross / month, during the training

We are by your side from day one until you arrive in Germany.

GERMANY
+49 (0) 7033 694 18 80

CAMEROON
+237 622 20 81 64

www.campus-allemagne.org

Douala office : Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

View the full sheet online

THE OCCUPATION IN 30 SECONDS

What an e-commerce clerk does

They work where purchasing, advertising, logistics, accounting and IT meet, on online shops, marketplaces and social media.

Present

Put products online, categorise them and present them so that people want to buy.

Process

Handle enquiries and complaints, set up payment methods and monitor payments.

Promote

Plan online marketing activities and measure how well they perform.

This occupation is for you if…

- ✓ you are comfortable with digital tools and data
- ✓ you like understanding what makes a customer buy
- ✓ you can write clearly and for the right audience
- ✓ you accept shift hours, sometimes at weekends

Less suitable if…

- – you do not want to work at a screen all day
- – you dislike analysing figures and statistics
- – you want tasks that never change

A TYPICAL DAY IN THE WORKSHOP

08:30 **Sales monitoring** : Look at yesterday's figures and spot the products that are selling better.

10:00 **Listing a product** : Create an item page, choose its category and write a clear description.

11:30 **Replying to a customer** : Handle a delivery request or a complaint received through the online service.

13:30 **Checking payments** : Check the payments received and flag orders that need chasing.

15:00 **Marketing activity** : Prepare an online advert for a targeted group of customers.

16:30 **Analysing results** : Compare visits, sales and the cost of the activity to draw conclusions.

Running an online shop · Product presentation · Payment methods · Online marketing · Sales data analysis · Customer service and messaging · Data protection rules · Customer focus · Analytical mind · Flexibility · Accuracy · Communication

THE TRAINING

How the Ausbildung works

In Germany you learn by working: this is the “dual system”. You are an employee of a company and a student at a vocational school (Berufsschule) at the same time.

3 to 4 days a week at the company | **1–2 days school**

Year 1

Channels and range

- Choosing the sales channel
- Managing the range
- Supporting purchasing

Year 2

Contracts and customers

- Contracts and fulfilment
- Communicating with customers
- Part 1 of the final exam

Year 3

Marketing and control

- Online marketing
- Monitoring key figures
- Part 2 of the final exam

Exams and qualification

The final exam is in two parts. Part 1, a written paper of 90 minutes, takes place in the middle of the second year. Part 2, at the end of training, has two written papers (120 and 60 minutes), a discussion of up to 20 minutes on a project, based on a report, and a 60-minute economics and social studies paper. Qualification: IHK certificate (Chamber of Commerce and Industry).

YOU ARE PAID DURING THE TRAINING

What you need to apply

- ✓ Baccalaureate level is required.
- ✓ The required level is B2. Good technical vocabulary for the trade is a real plus.
- ✓ The work is mostly office-based at a screen, in offices or meeting rooms, possibly from home. Shift work or weekend work is possible.

Documents to prepare

- ✓ CV and cover letter in German
- ✓ Translated baccalaureate diplomas and transcripts
- ✓ German B2 level certificate

AFTER THE TRAINING

Where it can lead

STRAIGHT AWAY

Online commerce clerk

Jobs in online retail, with manufacturers or in service firms that sell online.

WITH EXPERIENCE

Online marketing specialist

Run campaigns, marketplaces and sales analysis.

LONGER TERM

Handelsfachwirt or degree

Take the Handelsfachwirt (retail business specialist) or study marketing and sales.

YOUR PATHWAY WITH CAMPUS GERMANY

We are by your side from day one until you arrive in Germany

1

CHECK MY ELIGIBILITY

Take the test online or at the office

The eligibility test is done online on our website, or by visiting our Douala office directly.

2

TALK TO AN ADVISOR

Talk to our team

Germany: **+49 (0) 7033 694 18 80**
Cameroon: **+237 622 20 81 64**

3

PREPARE YOUR GERMAN

DZK, our language centre

Deutschzentrum KAGEDEV (DZK) is our own language centre in Douala. Outside Douala: partner language centres, call us to find the nearest one.

4

GET THE CONTRACT

AZUFA is always us

AZUFA is our platform: it connects you with German companies that recruit apprentices and follows your application through to the training contract.

Douala office

Rond-point Maetur Bonamoussadi – Nice Cream building (4th floor), opposite the COGENI hardware store, Douala, Cameroon

From German A1 to the first day of training in Germany

Each step is run by one of our structures. You keep the same contact from start to finish.

1 — **Check my eligibility**
The test is done online on our website or at our Douala office.
RUN BY CAMPUS GERMANY

2 — **Talk to an advisor**
Review your profile, your wishes and the chosen occupation.
RUN BY CAMPUS GERMANY

3 — **Learn German, from A1 to B2**
Courses adapted to your starting level, up to the required B2 level. In Douala at our own language centre; elsewhere, with our partner centres.
RUN BY DZK

4 — **Prepare the application file**
CV and cover letter in German, translated baccalaureate diplomas and transcripts, B2 level certificate.
RUN BY CAMPUS GERMANY

5 — **Find the company and sign the training contract**
We connect you with German companies that recruit apprentices, and follow your application through to the contract.
RUN BY AZUFA

6 — **Prepare the visa and paperwork**
Support to gather the documents and complete the administrative steps.
RUN BY CAMPUS GERMANY

7 — **Prepare your departure and settling in**
Travel, housing and first steps in Germany: we prepare you before you leave.
RUN BY KAGEDEV E.V.

8 — **First day of training in Germany**
You arrive prepared and supported, with a team that has known you since day one.
RUN BY AZUFA

Contact us

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