**JOB DESCRIPTION**

| **Title** | E-COMMERCE SPECIALIST |
| --- | --- |
| **Reports To**  | [INSERT TITLE]  |

**Job Purpose**

The E-commerce Specialist is responsible for the company’s product listings, inventory planning/forecasting, fulfillment, reverse logistics and price control. Functions involved under these responsibility umbrellas include the implementation of social media and sales strategies as well as marketing directives to engage consumers and provide a positive online purchase experience.

This job is responsible for the tactical execution of promotional events to align with business replenishment strategy and the provision of a high level of service to its merchandising, marketing operations and distribution centre internal teams. The E-commerce Specialist ensures the accuracy of all online assets content and the consistency and timely execution of promotions.

The E-commerce Specialist plays an integral role in bringing our marketing campaigns to life online. This is accomplished through the development of insights and recommendation of site optimizations that will deliver to our consumers’ needs, while driving sales, conversion, and reducing bounce rates.

The job owns and manages the relationship with agencies and cross-functional teams and is responsible for communicating content requirements and timelines, ensuring legal and business requirements are met, coordinating projects through the onboarding workflow and content management systems and leveraging agency resources to acquire and validate data. The E-commerce Specialist ensures products are online in time for promotions or seasonal initiatives, escalates delays to business partners as necessary and owns the data standards for its assigned categories.

**Key Responsibilities**

Key responsibilities include, but are not limited to:

* Initiate new product content and data requests as required and ensure timely and accurate updates within the delivery schedule of each product assortment
* Monitor advertising, social media campaigns on all vendor channels– working with SEO, search, analytics, content and merchandising to ensure dependable execution and optimal customer experience
* Update Data Standards based on Vendor, Merchant, SEO and Market trends/feedback
* Enforce data gold standards & legal requirements for assigned departments/products
* Manage external relationships with key vendors including educating vendors on changes to process, systems and standards
* Maintain the Onboarding Guide and vendor templates/documentation
* Manage quality assurance for content received from internal and external sources to help ensure the accuracy and consistency of all product data
* Using insights and collaboration with internal teams, develop new processes focused on increased collaboration and efficiency of content deliverables
* Monitor competitor products and provide recommendations to improve competitive position
* Synchronize all promotional activities exposures with replenishment team to ensure sufficient stocks are in place to support all events
* Govern and manage content for import/export into/from an enterprise-grade content management system, including maintenance, quality standards, naming, and file-type consistency from both internal and external sources
* Work collaboratively with other members of the E-commerce team to ensure workflow is continual and deadlines are met
* Work with internal and external partners to troubleshoot, track and resolve any issues with the back-end systems
* Provide detailed weekly progress reports on advertising performance, sales, and inventory management to key stakeholders
* Participate in related special projects and new initiatives as required
* Assist with customer service requests including sending replacement parts/units
* Perform additional related duties as assigned

**Core Competencies**

* Strategic thinker, analytical, and a decision maker
* Adept at extrapolating information from various sources and knowing how to apply it
* Strong project management, planning and organizing skills
* Able to triage and prioritize work based on urgency, importance and available resources
* Self-directed, skilled multi-tasking ability to work with limited supervision
* Demonstrates a high attention to detail, accuracy, and quality
* Is seen as dependable, self-directed and can multitask with limited supervision
* Has developed a commercial awareness and uses a creative mind to get desired results
* Works well under pressure, is flexible and able to collaborate across departments
* Strong customer focus and business acumen to solve problems and make recommendations
* Ability to confidently analyze large amounts of data, create reports and generate insights and actionable next steps

**Key Qualifications**

* Minimum of 2 years work experience in an E-commerce, merchandising, marketing or content management/communications field
* Post-secondary degree/diploma in Marketing, Business Admin, or Communications
* Demonstrated success defining and launching online or digital media products
* Proven research, data analysis and reporting skills and experience
* Proficiency with Content Management Systems, MS/Google Suites and other technologies
* Understanding of E-commerce metrics; able to confidently report KPIs
* Sound knowledge of marketing principles, multimedia and web design
* Fluent English oral and written communication skills; French is an asset

**Working Conditions**

* [Insert Shift]
* Location (onsite/remote/hybrid) (travel may be required)
* Sitting, typing, exposure to a computer or laptop monitor - Continual
* Speaking, standing, walking, climbing, bending, lifting, pushing/pulling - Repeated
* \*add anything else that applies to the job, work area, office environment