



TEN THOUSAND VILLAGES

Job Title: eCommerce Sales & Business Development Coordinator

Department: Marketing

Reports to: Director of Marketing

Application Close Date: August 1, 2019

Anticipated Start Date: August 12, 2019

Full Time Equivalent: 1.0– 37.5 hours per week. Flexible hours will be necessary, as the eCommerce Sales & Business Development Coordinator will be required to work beyond regular business hours from time to time

Location: New Hamburg, Ontario

Job Description:

Ten Thousand Villages has a vision to grow retail and corporate sales, as well as expand our national reach. The eCommerce Sales & Business Development Coordinator is responsible for managing Ten Thousand Villages' website and eCommerce sales channel, in order to maximize efficiency, sales and customer satisfaction. As part of the Marketing team, the eCommerce Sales & Business Development Coordinator will play an integral role in strategy development to drive traffic to the site, increase conversion rates and build brand awareness. Additionally, the eCommerce Sales & Business Development Coordinator will participate in all web development projects in order to ensure the eCommerce platform is performing to its maximum potential. The successful candidate will have strong analytical skills and will be keen to measure the impact of all decisions in order to assist in building strategic business plans for the eCommerce sales channel.

Job Qualifications:

The eCommerce Sales & Business Development Coordinator will require a strong combination of the following abilities, experience, and training:

- Post-Secondary Education preferred
- An entrepreneurial-minded individual with 1-3 years direct eCommerce experience within the retail sector, a proven track record of sales growth, customer acquisition and retention, and campaign optimization
- Advanced ability to formulate plans and gather, analyze, summarize and present performance data in a clear and concise manner

- Advanced understanding of web statistics and tracking programs with strong analytical and problem solving skills (e.g., Google Analytics, Hootsuite, Tailwind, Facebook Manager, SEO, SEM)
- Experience with managing pay-per-click, retargeting and multiple digital marketplaces
- Ability to collaborate and work closely with multiple teams within the organization
- Web development skills, including experience with HTML, PHP, JavaScript, CSS, content management systems and open sourced software systems, are an asset

Key Responsibilities:

Strategic Planning & Analysis

- Develop strategic business plans for Ten Thousand Villages eCommerce sales channel in order to meet and exceed monthly and annual revenue targets
- Long-term planning for the eCommerce sales channel in order to meet company-wide growth plans
- Analyze eCommerce site traffic and consumer behaviour; track revenue and sales to inform strategic decision-making for the Ten Thousand Villages website and eCommerce platform
- Reporting as it relates to online sales performance, customer acquisition and retention, and marketing initiatives
- Measure effectiveness of online marketing and sales strategies to accelerate online sales
- Support and promote bilingual execution of the eCommerce strategic plan

Collaboration & Administration

- Work with outside vendors on projects to ensure that the Ten Thousand Villages' eCommerce platform meets and exceeds industry standards
- Manage all components of the eCommerce sales channel including, but not limited to addition of new products, onsite merchandising, product rotation, onsite promotional elements, project testing, web maintenance
- Manage the eCommerce customer service program and work closely with the Operations Coordinators to build strong customer service policies, procedures and training programs
- Work closely with Purchasing, Merchandising, Sales, IT and Warehouse staff to ensure that all aspects of the eCommerce business operate smoothly within Ten Thousand Villages
- Working knowledge of PCI compliance legislation & CASL law
- Monitor and ensure legal compliance for eCommerce privacy policy
- Other duties and responsibilities as assigned

E-marketing

- Work with the Director of Marketing to integrate and complement sales and marketing strategies across multiple channels, resulting in cohesive omni-channel approaches to all initiatives, and creating a seamless customer experience. Promotional campaigns are created

with performance measures determined in advance that allow for return-on-investment (ROI) tracking

- Work with the Director of Marketing to select the appropriate product mix for seasonal/promotional categories
- Assist with eCommerce content, website design and technology strategy and development
- Assist with analysis, review, and recommendations to improve online technical infrastructure in order to increase visits and conversion rates, and improve user experience
- Assist with content creation and other marketing projects as required

Accountability Framework:

- The eCommerce Sales & Business Development Coordinator will be held accountable with the following performance indicators:
- Meet or exceed the monthly and annual webstore revenue, gross margin, and expense targets
- Successful development and implementation of both short-term and long-term eCommerce strategies
- Ability to drive and implement ideas in a changing environment
- Quality of collaboration with relevant internal departments to ensure online activity is complementary and in line with wider organizational objectives

Physical/Mental Requirements:

- Standing and sitting for prolonged periods of time.
- Ability to lift up to 50lbs from on occasion.
- Ability to manage a high-stress work environment, because of the nature of multiple demands on one's time.
- Capability to handle detailed, complex concepts and problems and balance multiple tasks simultaneously.
- Ability to travel and work flexible hours, as required.

Ten Thousand Villages welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

One document with cover letters, resumes and transcripts may be submitted electronically to amandakipe@mcccanada.ca