



## **JOB POSTING**

<b>Job Title:</b>	eCommerce Manager
<b>Department:</b>	eCommerce – Head Office
<b>Reports to:</b>	General Manager

### **Scope of the position**

Refrigerative Supply Limited's eCommerce Manager has the overall leadership of the department and will support in the development and implementation of an eCommerce solution to enhance the online customer experience. Once the solution is handed over to operations, the eCommerce Manager will maintain, improve, and champion the platform while managing the program day-to-day. This role will work alongside stakeholders across the organization to align the website and eCommerce platform to support our mission and vision.

### **Duties and Responsibilities**

#### **Performance/Growth:**

- Lead the development and execution of strategic and tactical business plans with other members of the cross-functional team supporting the B2B eCommerce strategy.
- Manage all online activity in relation to traffic acquisition, sales, conversion and reporting.
- Ensures optimal site usability, increasing average order size, conversion rate, increasing revenue, and overall profitability.
- Manage the user experience of the website including site navigation, content development, checkout process and promotional campaigns.
- Generate and implement new sales and marketing initiatives to increase eCommerce sales and profitability.
- Recommend and execute compelling web offerings to drive customer acquisition and engagement.
- Maintain updated knowledge of key competitor online initiatives and product offerings
- Continually review research, customer data and web analytics, advising of better methods for profiling, targeting, acquisition and retention.
- Research market to discover new trends and technologies.
- Report on performance.

#### **Organizational/Operations:**

- Collaborate with cross-functional partners (internal & external) to manage all aspects of the eCommerce business including, business planning, content strategy, implementation and development, logistics, promotional campaigns and other online marketing, website content/design, customer service, web analytics and web technologies.
- Serve as liaison and primary point of contact within the organization for cross functional partners acting as a project manager to evaluate, prioritize, develop, manage, implement and test eCommerce initiatives.
- Partner with key cross-functional teams to ensure all relevant organizational goals and implications are factored into eCommerce projects.
- Identify new areas of eCommerce opportunity beyond current organizational thinking.
- Collaborate with internal services (IT, Warehouse, etc.) to ensure efficiency with order processing, shipping and returns. Oversee returns flow process, monitor return rate and provide insight for any process improvements. Both consumer facing and systems facing.
- Identify business needs, develop project requirements and other documentation as required
- Lead development of internal processes for content management, product development and continuous improvement.



- Manage changes of the product catalog, evaluating the impact of online activity and ensuring that the online content is always up-to-date, timely and relevant, involving data stakeholders.
- Provide expertise on current eCommerce industry best practices; consult on cross-functional projects to ensure eCommerce principles are incorporated.
- P&L responsibility for the eCommerce program.

### **People Management**

- Provides effective leadership, direction and coaching to the eCommerce team to ensure they have the tools and skills to perform their job successfully.
- Conduct annual performance evaluation and take necessary action if performance falls short of expectation.
- Foster a collaborative, respectful and team-oriented work environment.

### **Skills and Qualifications**

- Education:
  - Undergraduate degree preferred with focus on marketing, communication, and/or advertising
- Experience:
  - Minimum 5-years demonstrated experience eCommerce Management or in a similar role.
  - Supervisory experience
- Experience with Product Information Management, Marketing and Customer Support
- Wholesale distribution or HVAC/R industry experience preferred.
- Familiarity with B2B organizational and operational dynamics which include alignment of multiple B2B sales channels and complex fulfillment schemes.
- Manages time effectively and adapts quickly to changing priorities with proven results.
- Strong leadership, motivation and managerial skills.
- Strong interpersonal skills and collaborative management style.
- Proficiency of Microsoft Office Suite, Excel, eCommerce, and PIM systems
- Demonstrated change management skills and results oriented.
- Superior organizational skills, attention to detail and time management skills.
- Proven ability to analyze data and interpret into actions.
- Strong project management and multi-tasking skills.
- Demonstrated effective written and verbal communication skills.
- Professional business acumen, demonstrated integrity and ethical standards.
- Ability to travel across North America.

### **Not just a job, a career opportunity!**

Leading in the air conditioning, refrigeration and heating sectors for more than 70 years, we know that talented people are essential to maintaining our success in the future. Refrigerative Supply Limited provides an environment where employees leverage their skills, talents, experience and interests to grow professionally and build rewarding careers.

### **How to apply**

Please send your cover letter and resume to [hr@rsl.ca](mailto:hr@rsl.ca) with the position title in the subject line.

Refrigerative Supply Limited is an equal opportunities employer. We would like to thank all applicants for their interest; however, only those selected will be contacted.