

eCommerce Manager

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Our Digital Vision

Purvis Industries is a leader in our space with an intense focus on our customers. Our vision is to provide our customers and associates with a site where they can quickly and efficiently get the information they need for research, download, and to conduct transactions with our company in a manner consistent with our core beliefs. This will be measured by:

- Sales growth
- Increased customer satisfaction
- Reduced costs
- Broader product penetration within accounts

About This Role:

The eCommerce Manager is responsible for managing all aspects of the company's eCommerce business. The eCommerce Manager must come ready to roll up his or her sleeves, bring a strong desire to do what it takes to learn, grow and succeed, and work well in a fast-paced, entrepreneurial environment. Following demonstrated business accomplishments and collaborative effort, this role has growth potential.

The position will report to a member of the Executive Management Team and will be responsible for all aspects of our digital initiative. You will coordinate with other company functions and develop a team over time capable of supporting digital as a growth channel for Purvis.

Essential Job Functions:

- Participate in the development and execution of strategic and tactical business plans with the Executive Management and other members of the cross-functional team supporting eCommerce strategy.
- Oversee development and deployment of the company eCommerce site, to include coordination of 3rd party participants and vendors.
- Develop and implement product content strategy to ensure appropriate content is available for the site launch and includes a process for refresh and expansion on an on-going basis.
- Manage the user experience of the website including site navigation, content development, checkout funnel, promotional campaigns as well as the overall merchandising of the company, i.e. brand messaging, product merchandising and transaction processing.
- Develop and oversee the effective planning, QA and execution of content across the websites and online marketing campaigns to ensure efficiency, accuracy and timeliness of all web content publishing.
- Build cross-functional relationships and interact daily with cross-functional partners from IT, Marketing, Sales, Operations and Finance to facilitate and prioritize eCommerce activities.

- Work with the Marketing team to develop all acquisition and retention marketing campaigns designed to drive web site traffic and sales, including: paid and organic searches, affiliate programs and partnerships, content marketing, email marketing program, customer retention programs, community and social networks.
- Recommend and track business objectives and key performance indicators (KPIs) related to the eCommerce site, using web analytics and other tracking tools. Retrieve and review web analytics and other data to provide clear reports and assessments to team members, executive leadership and cross-functional partners.
- Create a planning schedule for refreshing the corporate site. Draw from site analytics, customer insights, best practices and business objectives to make recommendations for improvements.
- Work with the Marketing team in the development and management of a content strategy that includes social networks, website content, email marketing and community site initiatives. Be an active participant of company voice in the online communities. Locate and participate in the editorial process of user-generated content, freelance and internally-generated content.
- Identify, evaluate and recommend external vendors to support the eCommerce business where appropriate. Manage eCommerce vendor relationships.

Experience Needed or Preferred:

- Detailed experience with ecommerce platforms and marketing tools.
- Experience in the development and launch of a fully ecommerce enabled site, preferably in a wholesale distribution business scenario.
- Experience managing refinement of the site and marketing programs based on analytical data
- Experience creating and managing customer acquisition campaigns
- Experience reporting performance and presenting plans in an Executive Management setting
- Experience with Unilog's CIMM2, Salesforce/Pardot, and/or Kerridge Software's Mincron product is a plus

Knowledge, Skills and Abilities:

- Strong communication and writing skills
- Ability to work independently and in partnership with a variety of internal and external professional relationships
- Working knowledge of eCommerce platforms, Excel, Google Analytics, Google AdWords, Facebook Advertising, LinkedIn Advertising, and others
- Business planning
- Product and marketing content strategy and development
- SEO/SEM
- Promotional campaign planning and execution
- Customer Service
- Affinity for learning and using new and emerging web technologies and trends, including web analytics, email platforms, eCommerce platforms and tools

Requirements:

- Bachelor's Degree from an accredited university.
- 3-5 years eCommerce site management experience, preferably in a wholesale distribution scenario.
- The right candidate must embrace the company's vision, entrepreneurial spirit, tenacity, friendly atmosphere.
- This person must be honest, loyal, dedicated, passionate and a self-starting individual. In addition, this individual must be upbeat, happy, energetic, and communicate issues and opportunities in a positive manner.

Location:

- The job is in the Dallas-Fort Worth Metroplex. The successful candidate will have to spend time in both cities, and should plan accordingly.

Please respond with resume and 2-3 case studies or insights from previous experiences.