



## **Digital Merchandiser**

This position is report directly to the Director of Ecommerce and will operate the website on a daily basis in order to execute and deliver on the annual plan for the website (revenue, margin as well as specific website KPIs). In addition, he/she will also manage the content and assets for e-commerce partners. The Digital Merchandiser will work collaboratively with product development, marketing and operations.

### **Task Description :**

- Manages product assortment, product ideas and pricing for the Direct to Consumer site
- Develops and executes weekly online merchandising and promotional calendars
- Manages home page and email campaign content, segmentation and deployment
- Manages images, content, and provides critical data entry on a daily basis
- Analyzes campaign performance to determine ROI and provides recommendations
- Develops new selling strategies (bundling, exclusives, and custom products) that can help differentiate the DTC channel
- Works closely with operations to ensure inventory coverage
- Coordinates any campaigns that require website execution with the marketing team and other outside advertising partners
- Manages content and assets for all ecommerce partners

### **Qualifications :**

- 4 years college degree in marketing, business or similar field
- 3-5 years working in an e-commerce merchandising function ideally in a durable goods company
- Microsoft Office Suites and Excel proficient
- Knowledge of different web platforms
- Knowledge of CRM platforms
- Knowledge of web design and usability

### **Skills :**

- Bilingual (Fluent in written & spoken English/French) would be an asset
- Be autonomous
- Strong oral and written communication skills
- Strong analytical skills
- Attention to detail and strong project planning and tracking skills
- Demonstrated ability to work effectively cross functionally and can champion ideas through the organization
- Creative and able to bring new ideas and solutions to drive the business forward
- Demonstrated ability managing multiple activities and project successfully
- Knowledge of SEM, SEO and email marketing.
- Demonstrated ability launching and managing new websites.
- Flexibility and commitment to deliver the best ecommerce experience to our consumers
- Is able to translate business objectives into digital campaigns that drive ROI

To apply, please send your resume to this email address: [krista.haigh@holiday.ca](mailto:krista.haigh@holiday.ca)