
E-Commerce Operations Manager

With its Corporate office in Red Deer, Alberta and its Regional office in London Ontario, Peavey Industries LP is the corporate parent to retail brands Peavey Mart, MainStreet Hardware, and Ace Canada. We are 100% Canadian and employee owned.

Peavey is an engaging workplace. We are proud to promote from within and provide training to make this possible. We offer flextime and comprehensive benefits.

We are committed to our customers and the communities and agricultural regions we serve every day.

Job Overview: The E-Commerce Operations Manager plays a key role on the e-commerce team in managing day to day and strategic e-commerce strategies.

Ideal Candidate: The ideal candidate is highly motivated, a self-starter and problem solver. They can work on tight deadlines, are organized and can think outside the box.

Responsibilities

- Execute weekly web strategy initiatives including e-commerce, and Peavey Country with internal teams and external agencies
- Report on online analytics including traffic, sales, & page views
- Execute Capex projects as per our strategies & initiatives on the annual plan
- Support ad-hoc strategic marketing initiatives such as Catalogue/Catbook
- Integrate and strategize for landing pages of vendors and support any online vendor partnerships as a result
- Work with analytics on reporting, troubleshooting and automation
- Work cross functionally with other departments including Merchandising, IT, and Customer Service along with external partners
- Manage acquisition and relationships for Peavey Country (online benefits program), including e-newsletters, and exclusive deals, along with online deals for other partners like OFAH & OFA
- Liaise with category marketing team for online deals, in our e-newsletter program; plan and execute cyber events
- Work with stakeholders on e-commerce strategic developments (ship to home, etc.)
- Work closely with Supply Chain on e-commerce metrics
- Oversee weekly website content updates and promotions with graphic designers and agencies, including selection of products, messaging and images
- Provide input on photograph samples and web content for the website
- Positively communicate and demonstrate the company's Core Values
- Included in this list, are any additional tasks as assigned by Supervisor

Qualifications

- Education in e-commerce or a related field and related certification/equivalent experience
- 5-6 years' related work experience
- 3-4 years' experience in a leadership role
- Personal motivation/determination
- Strategic thinking
- Ability to work under pressure
- Digital media and promotions
- Results oriented/driving performance
- Strategic thinking
- Commitment to customer excellence
- Operational business management
- Familiarity with a retail flyer program and in store signage

Employee Perks

- Employee ownership program
- Employee discount
- RRSP matching program
- Competitive group benefits
- Inclusive work culture
- Laid back atmosphere
- Work-life balance

***Only those selected for an interview will be contacted.**