
Web Merchandising Coordinator

Located in Red Deer, Peavey Industries LP is the corporate parent to retail brands Peavey Mart, MainStreet Hardware, and Ace Canada. We are 100% Canadian owned and operated.

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

Committed to Canadians, connected through communities.

Job Overview: The Web Merchandising Coordinator supports all online business initiatives and strategies, with a focus on maximizing sales and conversion. This role plays a central role in onsite marketing and merchandising efforts.

Ideal Candidate: The ideal candidate will execute the developed E-Commerce merchandising strategy to increase brand awareness and drive revenue. This role is instrumental in the day-to-day merchandising execution and operations of the website. They will work closely with Design and Marketing to determine product selection and images needed to support online merchandising (Home Page, Landing Pages, Collection Pages, Product Pages, and Special Projects). They will be proficient in building out landing pages, product information, checkout options, and all other pertinent website-related systems to ensure their visual appeal, accuracy, and ease of use. They will focus on seasonality, brand, product selection and promotional continuity throughout the shopping experience on the website. Ability to work in a fast-paced environment, strong organization skills, including project and time management are essential.

Responsibilities

- Responsible for the selection and display of items on the E-Commerce platform
- Create the web content for all product enhancements
- Support in the design and layout of the website merchandising
- Ensure all products are displayed in the right way on the website for ease of customer navigation and discovery
- Research and select products that yield highest sales
- Work with the E-Comm Experience Manager to develop selling strategies that will appeal to customers
- Optimise web conversion through product availability and by working closely with the Merchandise team

Qualifications

- Education in Marketing or a related field/equivalent experience
- 3-4 years' related work experience
- Personal motivation/determination
- Detail-oriented/Information accuracy
- Ability to work under pressure
- Marketing
- Persuading and Influencing others
- Digital media and promotions
- Results Oriented/driving performance
- Strategic thinking

Corporate Office and Distribution Centre
7740 40 Avenue, Red Deer, AB T4P 2H9
Tel: 403.346.8991

Regional Office and Distribution Centre
1000 Clarke Road, London, ON N5V 3A9
Tel: 519.453.5270



- Commitment to customer excellence
- Operational Business management

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.**