
eCommerce Operations Manager

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 eCommerce Operations Manager plays a key role on the eCommerce team in managing day to day and strategic eCommerce 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 eCommerce, 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/Catabook
- 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, & 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 eCommerce strategic developments (ship to home, etc.)
- Work closely with Supply Chain on eCommerce 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 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.**