

## Job Title: E-commerce Supervisor

The E-commerce supervisor is responsible for the daily management of all websites of the company. This involves managing site merchandising, product and category assortments, optimizing user journeys, digital acquisition and retention.

Visit our brand websites to learn more about our company and products: [tootsi.com](http://tootsi.com), [yupik.com](http://yupik.com), [elanbio.com](http://elanbio.com)

### Responsibilities:

- Responsible for the daily management of all websites of the company. This involves managing site merchandising, product and category assortments, optimizing user journeys, digital acquisition, and retention.
- Manage paid ads and monitor KPIs across multiple digital advertising platforms.
- Evaluate the performance of the websites and recommend conversion optimization.
- Improve the design, UX, traffic, and content of the websites with support of marketing.
- Regularly monitor user analytics and use the insights to drive strategies to improve customer engagement.
- Work closely with external partners and internal teams to ensure accomplishment of web projects, one-time tasks, adding new features, web maintenance, and urgent requests.
- Coordinate, track and report on progress, billables, budget change and costs of project delivery.
- Coordinate campaign plans, email marketing and newsletters (Tootsi, Yupik and Elan) with the goal of increasing open rate, click through rates and conversions.
- Assist in various marketing initiatives, creating promos, web product launches, SEO management.
- Magento, Shopify, ShipStation, Klaviyo, backend setup.

### Candidate profile:

- A university degree in marketing, e-commerce, communications, or a related field is required
- 3 years of related experience with digital CMS, Amazon Vendor Central, Magento, Paid ads
- Proficiency in both French and English
- Proficiency with Microsoft suite, systems and technology
- Organizational and planning skills
- Leadership, influencing and decision-making skills
- Superior verbal and written skills
- Attention to detail and excellent presentation skills
- Ability to meet deadlines and to work under pressure

Workplace: In person at the office full time