

## Job Description



# E-Commerce Specialist

## JOB POSTING – Mazzella Companies Cleveland, OH

### Position Summary

The E-Commerce Specialist is responsible for coordinating all e-commerce activities to drive awareness, new customer acquisition, engagement, and revenue. This well-rounded and digital-savvy professional will lead the day-to-day execution of the e-commerce business and online sales strategy on multiple Mazzella Companies e-commerce websites, aligned to the broader strategies and objectives of the company. This position reports to the Vice President of Marketing and is located at our corporate headquarters in Cleveland, Ohio.

This position will be responsible for developing e-commerce websites from the ground up. The E-Commerce Specialist will be expected to collect, organize, and manage digital product data (SKUs, specifications, applications, images, additional product collateral, etc.) for a variety of different product lines.

### Job Duties

1. Coordinate and execute multiple Mazzella Companies e-commerce initiatives and promotional campaigns, both domestic and potentially internationally
2. Be responsible for the day-to-day activities of the e-commerce platform and all online sales efforts
3. Responsible for meeting online sales plans and tracking monthly sales targets
4. Maintain relationships with e-commerce supplier partners and manage partner/Mazzella Companies expectations
5. Manage site development while integrating e-commerce with the Company's ERP system and launch activities for all new e-commerce websites including product descriptions, images, assets, banners, brand pages, pricing updates and other attributes
6. Liaise with Marketing, Sales, Customer Service, and Operations teams to manage the Mazzella Companies customer experience through online brand image, content, product assortment, navigation, promotions, and information architecture for optimal site performance and functionality
7. Coordinate with Director of Warehousing and Director of Logistics to assure availability of product for order fulfillment (in by 3:00 PM – out same day)
8. Develop an understanding of order management/customer fulfillment and payment processing in an e-commerce context
9. Coordinate site content strategy and updates, i.e. product pages, new and existing landing pages, product changes/updates/launches, etc. on Mazzella Companies e-commerce websites
10. Oversee calendar of promotions and content in coordination with master marketing calendar and the Vice President of Marketing
11. Support and manage the creation and execution of all e-commerce promotional activities and merchandising strategy
12. Coordinate e-commerce marketing support (sampling, emails, and banners) and execution of assets with Digital, Marketing, and/or Web agencies
13. Track all online exposures and monitor all customer reviews daily
14. Routinely lead QA for branded features for accuracy in all product data/images, timely updates to new product launches, marketing, and special merchandising pages
15. Oversee paid search programs and run bi-monthly Google Analytics reports
16. Partner with Vice President of Marketing to create strategy and ensure the business objectives and KPIs are being met for Mazzella Companies e-commerce websites and channels (both Direct to Consumer and Distribution accounts)

17. Assist with analysis of product performance reports and e-commerce best practices to arrive at recommendations on how to improve sales
18. Implement strategies to grow incremental revenue per current customer base and strategies to acquire new online customers
19. Identify and survey market trends, new product launches/innovations, and stay up-to-date on trends in e-commerce and the lifting and rigging industry as well as the metal roofing industry
20. Research the Company's core demographics and how to best reach them in order to maximize search engine traffic and the effect of the Company's targeted ad buys
21. Research, recommend, and implement best practices for site design, architecture, UX— GDPR
22. Other duties as assigned

## **Education**

An undergraduate degree from an accredited college or university with a focus in Business Administration, Finance, Accounting, Economics, Marketing, or related discipline; in the absence of a degree, directly-related job experience serving in an e-commerce role, where a number of years and proven knowledge may offset the degree requirement

## **Experience & Skills**

- Minimum of 3 years of experience in e-commerce
- Working knowledge of retail business acumen and e-commerce best practices
- Google AdWords, AdRoll, and Affiliate Marketing experience
- Experience working with cross-functional teams
- Detail-oriented with excellent organization in managing tasks, budget tracking, communication (written/verbal), and interpersonal skills
- Ability to work efficiently and accurately while working toward multiple deadlines
- Advanced proficiency in Word, Excel, and PowerPoint
- Knowledge of Adobe Creative Suite a plus – Photoshop and InDesign
- Programming not required, but experience with HTML is a must; familiarity with HubSpot and/or DNN a plus
- NetSuite CRM experience a plus
- Expert understanding of spreadsheets, databases, search engine optimization and e-market strategy
- Strong project management skills
- Creative with strong design aesthetic
- Self-starter and proactive; creative thinker and problem solver
- Excellent copywriting and project management skills
- Able to work under pressure effectively and efficiently
- Ability to adapt to changing priorities and multi-task
- Brand advocate who drives enthusiasm, momentum and collaboration around a shared vision for the e-commerce channels
- Strong analytical, conceptual and planning skills are required
- Must be willing to work long, irregular hours when needed as changes can be unpredictable as new developments may require a quick change of the Company's strategy
- Must successfully complete a criminal background check, physical, drug screen and E-verify

## **Travel**

Travel for this position is generally less than 20%

If interested in applying for this position, please submit your resume and letter of intent (why you feel you would be a good candidate for this position) to [careers@mazzellacompanies.com](mailto:careers@mazzellacompanies.com) or fax resume and cover letter to 440.239.5703.

Or, mail resume and cover letter to:  
Human Resources  
Mazzella Companies  
21000 Aerospace Parkway  
Cleveland, OH 44142

Mazzella Companies participates in the federal government's E-Verify program. With all new hires, we provide the Social Security Administration and when applicable, the U.S. Department of Homeland Security with information from each new employee's Form I-9 to confirm work authorization.

This job description is not meant to be an all-inclusive list of duties, functions and/or responsibilities of this position. Other related functions and responsibilities may be assigned by the immediate supervisor as required to complete assignments or initiatives. Mazzella Companies reserves the right to change, add, delete or modify job functions as necessary based on business necessity. The Company or employee, independently, has the right to terminate employment at any time for any reason; employment is at will. This job description does not promise or guarantee continued employment with Mazzella Companies.