

## Position Description

|                                 |                              |
|---------------------------------|------------------------------|
| <b>Position Title:</b>          | Manager, Ecommerce Marketing |
| <b>Reports To:</b>              | Renee Clark                  |
| <b>Department:</b>              | Digital Marketing            |
| <b>FLSA:(Exempt/Non-Exempt)</b> | Exempt                       |
| <b>Band/Level:</b>              | ??                           |

### Position Summary

Our Digital Marketing department is seeking a talented and ambitious candidate to join our team as Manager, Ecommerce Marketing. This individual will manage all aspects of the healthydirections.com website from a Marketing perspective, from strategy to implementation and tracking. Healthydirections.com is our direct-to-consumer website, offering a large assortment of premier doctor-formulated nutritional supplements, daily sales and promotions, as well as advice and content from our team of board-certified doctors.

The individual in this role will take a wholistic view of the site, ensuring the site is cohesive and optimized across all products and offers. The efforts for this role are focused on maximizing site performance from top of the funnel through to order confirmation. Responsibilities will include determining overall website strategy, managing the homepage banner ad calendar, leading new product launches on the site, optimizing each of our category pages, quality control of site content, merchandising of sitewide sales, and planning and execution of testing plans. S/he will work closely with the Product Marketers on product positioning and merchandising as well as our internal Creative team, and the eCommerce team to maximize order volume, revenue, conversion rate, average order value, and auto-delivery subscription take rate. The ideal candidate must be highly organized and detail oriented as they would be involved in multiple projects/campaigns at once. S/He should have high-energy, be self-driven, thrive on excellence and not afraid to seek help when needed.

### Duties and Responsibilities

- Take a wholistic view of the site, providing oversight to ensure cohesive messaging, visual appeal, quality control, and optimization
- Employ best practices to improve site performance
- Track overall website performance and manage all aspects of testing on the site, including test ideation, scheduling, coordination, execution, tracking and reporting
- Provide direction and review of new site elements and update creative components on website pages consistent with the brand's visual identity. Collaborate with copywriting and design teams as required.
- Maintain and update product/category pages across website and ensure products are properly merchandised and organized to optimize performance.
- Launch new products on the website and ensure pages are fully merchandised with images, copy, supporting graphics, scientific support, promotional call-outs, video, quality certificates, testimonials, etc.
- Serve as main point of contact with Brand and eCommerce teams to manage new product launches, product discontinuations, clearance, and backorders.
- Serve as main point of contact with Channel Marketers to manage landing page/category page optimization for marketing efforts

## Position Description

- Analyze product page/category page KPIs and website visitor behavior by traffic source to suggest product enhancements to Brand Marketers and potential marketing tests for execution by eCommerce team.
- Partner with internal SEO expert to ensure product pages are optimized to drive increased traffic and unique visitors and maximize revenue from organic search visits.
- Conduct on-going competitive analysis of ecommerce merchandising tactics and conversion rates on mobile and desktop devices to recommend online merchandising improvements.
- Work with Legal, Brand, Creative and New Product Development teams to confirm adherence to proper marketing claims.
- Solicit requirements, specs, assets for any new website elements/tests
- Work cross-functionally within the organization to ensure timely completion of all deliverables.
- Track performance of all efforts and prepare for reviews with Brand Marketers and executives.
- Perform other duties as assigned.

### **EDUCATION OR EQUIVALENT REQUIRED**

- Bachelor's Degree in Business, Marketing, Communications, or related field

### **EXPERIENCE REQUIRED**

- Minimum of 5 years' experience in Direct-to-Consumer Digital Marketing
- Consumer retail and/or B2C ecommerce experience
- Website administration and programming experience
- SEO & HTML experience a plus
- Online merchandising and/or buyer experience
- Experience using Google Analytics, SimilarWeb, or other web analytics tools
- Proficient with Microsoft Office Suite - Excel, Word, Outlook, PowerPoint

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Exceptional attention to detail
- Excellent verbal and written English communication skills
- Strong project management and organizational skills
- Collaborative team player
- Good time management skills and ability to multitask in a deadline-driven environment
- Thrive in a fast-paced environment
- Effective presentation skills
- Creative problem solving and decision-making skills
- Avid online shopper
- Passion for health & wellness
- Strong desire to help others, especially adults ages 50+

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Management retains the right to add or to change duties, education/experience/skills requirement of the position at any time.

## Position Description

Healthy Directions is an Equal Opportunity Employer committed to workplace diversity.

EEO/M/F/D/V

| Position Description Approvals |  |
|--------------------------------|--|
| <b>Dept. Senior Executive:</b> |  |
| <b>Date Approved:</b>          |  |
| <b>HR Representative:</b>      |  |
| <b>Date Approved:</b>          |  |