



## **Position: eCommerce Specialist**

[Genuine Guide Gear Inc.](#) is a responsive company that produces award winning and innovative backcountry snowsports equipment. We use the scrappy manifesto (look it up) as some of our guiding principles. The ideal candidate is comfortable with driving a wide range of changes and improvements in systems that are not perfect. This role reports into the Director of Digital / Direct to Consumer. This role is remote for the foreseeable future although we would prefer someone in the lower mainland/sea to sky area who could come into our Burnaby office occasionally.

### **The Responsibilities:**

- Manage the ongoing evolution of website design and features to optimize customer experience and drive sales.
- Administer general website maintenance and remedy malfunction.
- Provide codebase support and/or project manage with external development agencies
- Drive new business opportunities through setting up new sites and accessing digital marketplaces both within North America and internationally.
- Own web publishing and up-keeping web content, including product images/info, blog content, and new release products
- Analyze e-commerce transactions and execute improvements to enhance customer experience
- Support the customer service team and resolve web order issues

### **The Requirements:**

- Experience working with digital commerce (5+ years ideal)
- Experience working with Shopify including Liquid and API functions
- Knowledge of basic HTML, CSS
- Experience working (ideally PM) with external dev and other types of agencies
- Experience with platform migrations and upgrades
- Experience with international digital commerce
- Familiarity with a wide range of ecommerce marketing and sales strategies
- Understanding UX trends and usability requirements
- Comfort reading and interpreting Google Analytics reports
- Experience defining and reporting on KPIs
- Proficient in Microsoft Excel and other Microsoft Office applications
- Ability to meet deadlines and work independently and as part of a team
- Highly organized and detail oriented with the skill to learn quickly, take initiative, and adapt easily to changes
- Flexibility to work occasional unique hours to update/release product or during peak events

**To apply**, please forward a cover letter and resume to [hr@genuineguidegear.com](mailto:hr@genuineguidegear.com). Applications must quote eCommerce Specialist in subject line. We thank everyone for applying; however we will contact only those considered for an interview