

Position Description

Digital Performance & eCommerce Specialist

Position Summary

As a Digital Performance and eCommerce Specialist, you will be required to understand Clinical Research Dental's business and the competitive landscape along with supporting and promoting eCommerce sales channels, as well as planning, managing, developing, and optimizing in-house campaigns across various digital platforms (i.e., Meta, Google Ads, Bing Ads).

The Digital Performance and eCommerce Specialist should have strong analytical, strategic marketing and leadership skills, be able to identify new opportunities and trends, and be a confident digital marketing partner for Brand Marketers and Product Managers. Your experience may also include managing and updating Social Media accounts and making SEO recommendations.

The role will be part of the Digital Performance team reporting to the Digital Performance Manager with opportunities for personal and professional growth. This position will be based at our head office in the downtown heart of London, Ontario.

Accountabilities

1. eCommerce (40%)

- Collaborate with the Digital Performance Manager and marketing team members to drive eCommerce performance for established monthly, quarterly, and annual revenue and margin goals.
- Implement the CX and UX improvement roadmap as set out in partnership with the Digital Performance Manager. This includes:
 - Find solutions to CX pain points as identified by customers or colleagues and prioritized by the Digital Performance Manager - either directly, via App or by drafting a project scope to engage freelance assistance.
 - Add, amend, or remove website product pages as requested by the appropriate Product Manager and/or Product Marketer promptly.
 - Record, research and draft suggestions for major website enhancements that align with prevailing trends and customer expectations. Then maintain a backlog of such opportunities for annual review by the Digital Performance Manager and Brand Marketing Manager (to determine if and when the time is right to seek outside help or hire additional expertise).
- Execute quarterly promotions (add and remove) via the website as defined by the Product Marketers.
- Collaborate with Product Managers and Product Marketers to maintain the relevant and sales-generating product or continuing education content on the CRD website and other eCommerce channels.
- Own the quality assurance processes related to website content ensuring routine review are completed to identify and correct inaccuracies.

2. Digital Marketing (40%)

- Assist the Digital Performance Manager in planning, implementing, and optimizing digital campaigns that align with departmental initiatives across Owned, Earned, and Paid media.
- Monitor the data related to organic (i.e., SEO) traffic and make recommendations based on the insights from that data that can be leveraged on collection pages, product pages, blog pages (i.e., content marketing) or via other strategically designed purpose-built website content.

3. Analytics (20%)

- Assist the Digital Performance Manager in the creation of reports and/or dashboards that highlight the performance of key digital initiatives (e.g., eCommerce website, paid ad campaigns, SEO improvements, etc.) against their KPIs.


- Periodically analyze these reports to supplement them with actionable insights and opportunities for improvement within that area of the business.

ISO Procedural Knowledge:

Applicable job-related ISO Procedures as outlined in the ISO training matrix. All ISO training is maintained and administered by the ISO Management Representative.

Qualifications

- BS/BA degree and/or Post-Graduate Diploma in Digital Marketing, Marketing Management, Business Marketing or equivalent.
- Proven track record of successfully executed digital marketing campaigns and initiatives. Be prepared to show your best projects and their results during an interview!
- Previous experience working in or directly supporting an eCommerce store. This includes understanding the underlying technology (e.g., Shopify), CX/UX expectations, how to increase store traffic, improve conversion rate and the ability to troubleshoot minor outages.
- Familiarity and strong comfort with some of the digital tools listed herein with a willingness to learn some of the others:
 - CMS' such as WordPress, Shopify, WooCommerce, or Magento.
 - Landing page builders such as Instapage or GemPages.
 - Analytics platforms such as Power BI, GA4, Lucky Orange, Microsoft Clarity.
 - SEO platforms such as SEMrush, Moz, and Google Search Console.
 - Paid advertising platforms such as Google Ads, Facebook Ads, and LinkedIn Ads
- Proficient in Microsoft Excel - knowledge of conditional formatting, removing duplicates, various data functions, converting files, and basic formulas (e.g. VLOOKUP, SUMIF, COUNTIF, COUNTA).
- Tech savvy and interested in working as part of a creative marketing team to deliver measurable eCommerce and digital marketing campaign results.
- Natural curiosity and willingness to learn new skills on the job.
- Certifications for digital skills training (e.g. GA4 or Google Ads) are encouraged.
- 3+ years of relevant working experience.

<p>Original Date: July 12, 2023 Revision Date: April 2, 2024</p>	<p>Revision No: 01 Revision No: 02</p>
<p>Approved By: A. Woods, HR Manager</p>	
<p>Approved By: J. Smith, VP Business Operations</p>	