

Eagle Creek – Full Time

Position: Ecommerce Specialist

Location: Hybrid (Steamboat Springs or Denver, CO preferred)



Who We Are:

Since 1975 Eagle Creek has been an invitation to discover the wonders of humanity and our planet. From the backcountry to exotic destinations and urban environments, we take pride in equipping our customers with versatile gear to take them on any journey. As global citizens, we are adventure travel and packing experts relentlessly innovating to provide the best product available.

Eagle Creek is seeking an **Ecommerce Specialist** to join our marketing team. This role will directly impact the business by assisting the Director of Ecommerce in executing tactics and strategies designed to drive a high converting customer experience on eaglecreek.com.

What You'll Do:

Merchandising

- Optimize product listings, ensuring accurate descriptions, images, pricing, and metadata
- "Walk" the digital shelf daily, seeking opportunities to improve merchandising for our visitors
- Collaborate with the customer service team to optimize the customer experience on site
- Ensure all categories are merchandised and optimized to the product assortment
- Assist with seasonal product launches by uploading and validating product information with marketing and product development teams
- Coordinate online promotions and marketing campaigns

Reporting and Analytics

- Run and distribute the Daily Ecommerce Sales Flash
- Maintain the Voice of the Consumer dashboard - influence the direction of future product by surfacing product review data and customer feedback
- Monitor Key Performance Indicators such as conversion rates, average order value, and traffic
- Report on conversion rate optimization efforts
- Assist with compiling Ecommerce Month End reporting

Digital Marketing

- Partner with SEO vendor to implement technical SEO site updates
- Route SEO related site updates to our developer agency for implementation
- Work with marketing team to route site updates to the developer agency
- Maintain and address any issues with our shopping feed and APIs

Project Management

- Groom and maintain our Asana instance to deliver initiatives in full and on time
- Coordinate items between our developer agency and our Asana instance and roadmap
- Report on progress towards initiatives and goals

What You Bring:

- 2 Years hands-on ecommerce experience
- Functional understanding of HTML, CSS, and basic understanding of JavaScript
- Proficient in ecommerce platforms, content management systems, and customer relationship management (CRM) software. Shopify experience is a plus
- Functional understanding of digital marketing strategies including SEO, SEM, email marketing, and social media
- Excellent written and verbal communication skills
- Detail-oriented and highly organized
- Self-motivated and proactive, with a strong sense of ownership and accountability

You also bring **passion, authenticity, and integrity** with you to your role. And through it all you never stop thinking about **sustainability** for our planet and the life that inhabits it.

We believe:

- It is important to be curious, to take risks, and be bold
- You should act with empathy
- And always make it fun

Successful candidates exhibit the following key competencies:

- Problem Solving & Decision Making
- Relationship Building
- Change Agility
- Organizing & Planning
- Positive Impact

What We Offer:

We offer competitive pay between \$60,000 - \$70,000 annually DOE, medical, dental, vision and a retirement plan. In addition, we offer 2+ weeks of vacation time, paid holidays, flexible work arrangements, and an employee purchase program.

We prefer this role to be in Steamboat Springs or Denver; but we are open to employees elsewhere in the Front Range or throughout Colorado.

Eagle Creek is committed to hiring diverse staff. Therefore, we encourage all people to apply regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

TO APPLY: Email cover letter and resume to jobs@eaglecreek.com with the subject line: **"Eagle Creek Ecommerce Specialist - Name"**