



**Job Title:** Director, Business Development (E-Commerce)  
**Reports to:** Vice President, Digital Platforms

**Department:** FINADM  
**Location:** Toronto Office

### ***Company Overview***

At Jamieson Wellness, we're dedicated to improving the world's health and wellness with our portfolio of innovative natural health brands. Established in 1922, Jamieson Vitamins is our heritage brand, available in over 40 countries and recognized as Canada's #1 consumer health brand. We manufacture and market sports nutrition products and specialty supplements under our Progressive, Precision and Iron Vegan brands, and market products by Lorna Vanderhaeghe Health Solutions (LVHS), the #1 women's natural health focused brand in Canada. In 2017, Jamieson Wellness was named one of the top ten most reputable companies in Canada. For more information please visit [jamiesonwellness.com](http://jamiesonwellness.com).

### ***Overall Responsibilities***

The Director of Business Development, Digital Commerce will be responsible for wide ranging responsibilities such as conversion rate optimization across all Jamieson digital properties. This includes driving insight and analysis of on-site behaviors and making development recommendations to improve the performance of existing applications as well as collaborating in the development of new, cost effective and conversion driving features and functions of the digital platform.

### ***Specific Key Responsibilities & Duties***

- Conversion rate optimization (CRO) to drive continuous improvement in site metrics and engagement
- Assess business opportunities and develop strategy and tactical plans to drive channel growth
- Partner with Marketing, Operations and Sales to develop robust customer centric digital strategy
- Collaborate with Planning to determine key assortment priorities by region
- Provide insight and analysis on digital personalization
- Contribute to planning and development of new applications
- Derive insights from promotional activity and its impact on all channels
- Profit Contribution Analysis
- Price Modelling
- Strategic planning for international expansion
- Competitive analysis by region
- Weekly reporting on conversion lift, by category, by SKU
- Liaise with Finance, Marketing and Operations on tactical improvements to drive results in digital channels

### ***Knowledge, Skills & Abilities Requirements***

- University Business Degree; MBA an asset
- Three to five (3-5) year's e-commerce experience
- Strong business acumen and track record of over-delivering results
- Experience in digital marketing and merchandising
- Strong analytical, project management, and prioritization skills
- Strong organizational, interpersonal and time management skills
- A team player who can inspire and lead a cross-functional team



- Strong communication, conflict resolution and analytical skills
- An entrepreneurial and creative spirit with the ability to deliver solutions if process is absent
- Strong attention to detail coupled with a strong sense of urgency
- Experience in health and wellness industry is considered an asset

### ***Our Values***

**TEAMWORK** – We collaborate towards common goals and objectives; We celebrate wins and learn from losses together; We appreciate and value each other’s contributions; We ensure our team goals trump individual or departmental interests;

**ENTREPRENEURSHIP** – We foster creative, innovative and empowered thinking at all levels; We are agile and Responsive to changes; We are consumer obsessed and data based; We demonstrate initiative and take calculated risks;

**ACHIEVING RESULTS** – We achieve stretch goals; We objectively use data to measure progress; We lead with a passion for winning; We demonstrate a bias for action; We show a consistent commitment to excellence and expect it from others;

**INTEGRITY** – We do what we say; We do what is right even when it’s not easy; We demonstrate mutual respect and inspire trust; We seek and accept accountability; We take a quality approach in everything we do;

**TRANSPARENCY** – We communicate openly, honestly and directly; We encourage productive and respectful conflict to develop the best solutions; We provide and share information to enable sound decision making at all levels;

**EXTERNAL FOCUS** – We continually seek understanding of forces that affect our business, customers, consumers, government, technology, competition and suppliers; We proactively solicit the views of the outside world on how we’re doing and what to improve; We foster relations with outside influencers to gain proactive insight in the latest developments that could affect our business; We review and discuss necessary change regularly to incorporate it into our strategy.