

ECommerce Manager



OPPORTUNITY

The eCommerce Manager will develop, execute and optimize online customer awareness designed to drive web traffic, maximize enrollment and promote the brand. This is an exciting opportunity within a new industry and would involve reaching out to multiple stakeholders.

ORGANIZATION

Bonify is located in a 320,000 square foot facility in Winnipeg, Manitoba. It is from here, in the Heart of Canada where each and every Bonify team member works passionately to achieve the goal of producing quality-assured medical cannabis to help patients get the most out of life each and every day.

For more information, please visit: <http://bit.ly/BMC-eCM>

PRIMARY RESPONSIBILITIES

- Develop, execute and optimize online customer awareness designed to drive web traffic, maximize enrollment and promote the brand.
- Oversee all activities associated with eCommerce, including project planning & implementation, new product launches, website optimization, revenue, and customer experience.
- Define the long and short-term strategy for deployment, growth, customer engagement and retention.
- Design and implement online marketing strategies including SEM, email marketing, content integration, display advertising, behaviour targeting, e-newsletters and social media in collaboration with marketing and outside agencies to create effective programs.
- Measure and analyze campaign metrics with the goal of adjusting tactics to optimize traffic, conversion rates, and overall performance.
- Provide metrics and other relevant reports to executives.
- Partner with in-house marketing to develop overall online branding strategies and enhance customer awareness to meet sales goals in keeping with the company's overall sales strategies including other channels.
- Advocate best practices and new industry trends and opportunities for increased web sales and online branding.
- Lead and collaborate with the eCommerce technical team associated with the website, including the customer support team, government relations and sales teams.
- Manage outside agencies and contracts to ensure service level agreements are met.
- Keep abreast of products, market conditions, trends and competitive activities in the cannabis industry.

SKILLS & QUALIFICATIONS

- Relevant post-secondary education in Commerce, Marketing or Communications (or equivalent experience)
- 3-5 years of eCommerce experience
- Prior experience and knowledge of pharmaceuticals, natural health products or cannabis industries would be an asset
- Must have the ability to work well within a team across multiple departments in a fast paced and dynamic work environment
- Must possess strong communication skills demonstrated in verbal and written communication
- Proven analytical skills with a high level of knowledge for KPI creation and measurement using tools such as Google Analytics
- The willingness and desire to be a self-starter and have the "roll up your sleeves" attitude to get the job done
- Well-versed in driving and participating in a culture of test and learn
- Proven ability to be self-motivated and self-directed, with prioritization and multi-task skills
- Strong technical acumen desired with an ability to relay technical complicated information to peers

If you would like more information about this opportunity or about Bonify, please contact **Lisa Cefali**, Partner, Executive Search and Strategic Development, Legacy Bowes Group at (204) 934-8833.

If you believe you can make a strong contribution to this organization as **eCommerce Manager**, please submit your resume in confidence to Lisa.Cefali@legacybowes.com quoting position #183223.