

## **E-commerce Administrator**

### **GolfNorth Head Office**

**Location:** Conestogo, Ontario

**Department:** Sales and Marketing

GolfNorth was founded on the strength of a single golf course located in Acton, Ontario in 1994. Today, with 36 golf properties, we are Canada's largest operator of public and semi-private golf courses, and one of North America's leading golf course consolidators.

As GolfNorth continues to expand its reach into the e-commerce marketplace, we are looking to add an E-commerce Administrator who will also focus on the stock inventory and purchasing of products. As we grow, so will you.

### ***E-commerce Administrator***

The ***E-Commerce Administrator*** is responsible for processing all merchandise in the store including receiving, picking, packing, processing orders fulfilled through our e-commerce platform. This person will also be responsible for building and maintaining relationships with vendors and suppliers for purchasing needs. The E-commerce Administrator will have strong commercial acumen, be data passionate, and have great attention to detail.

### **E-Commerce Responsibilities:**

- Track product imagery, copy and stock availability to ensure products are posted live on the e-commerce platform as soon as available in the warehouse.
- Responsible for all product uploads and maintenance, including accurate and customer centric product descriptions and images.
- Test and ensure that all the allocated merchandise is always live on the site and functional.
- Ensure inventory availability in advance of planned site launches, updates, marketing campaigns and promotional activity.
- Ensure product prices are always correct on the live site.
- Provide weekly sales and returns reports to senior executive team.
- Present to members on the senior executive team as required, suggesting new directions and/or changes in the current direction of GolfNorth's e-commerce platforms.

### **Inventory Responsibilities:**

- Receive and process incoming stock products (pick, unload, label, store).
- Responsible for accurate product inventory of warehouse by ensuring orders are picked, packed, shipped, received and/or put away accurately and in a timely manner.

- Complete all necessary posting and receiving documentation.
- Prepare and complete orders for delivery or pickup according to schedule.
- Ensure online product page descriptions are accurate and updated with new products in a timely manner.
- Keep a clean and safe working environment and optimize space utilization.
- Other store support related duties or customer service as required.
- Support training other warehouse team members.
- Create new SKUs, update existing SKUs in internal database and website.

### **Merchandise Buyer Responsibilities:**

- Establish and maintain strong relationships with vendors and sales reps & negotiate pricing when necessary.
- Utilize your knowledge of current market trends.
- Select and purchase merchandise for resale.
- Create purchase orders and manage pricing.
- Evaluate effectiveness of pricing strategies and modify pricing structures as needed.

### **Qualifications**

- Strong knowledge of ecommerce platforms including Shopify, Amazon FBA, Amazon keywords and advertising, Google ads, and Facebook marketing.
- A post-secondary degree or diploma focused on e-commerce or a related field.
- Merchandising or buying experience.
- Understanding of the online shopping experience, on-site customer experience, and competitive environments.
- Strong knowledge of direct-to-consumer marketing.
- Prior experience with inventory management (SKU breakdowns, variants, etc.).
- Understands and uses sales analytics tools to determine successful marketing and promotions.
- Experience or knowledge of the game of golf, or sports oriented.

### **Soft Skills and Competencies**

- Ability to exercise judgement and to work independently.
- Must demonstrate consistency, accuracy, and follow-through.
- Product knowledge or the ability to obtain product knowledge.
- Demonstrated customer service orientation with a high level of urgency and consistency.
- Capacity to multi-task and work in a fast-paced environment

### **Physical Demands**

- Extensive standing, walking, pushing, and reaching.
- Need full range of motion for reaching, bending, and stooping.
- Repetitive movement of hands, arms, and legs.
- Lifting of heavy equipment of up to 50 pounds.

**Apply:**

Please submit your resume & cover letter to Shelby Smit, Director of Marketing at [ssmit@golfnorth.ca](mailto:ssmit@golfnorth.ca). Please write "E-commerce Manager" in the Subject line.

**Compensation:**

Wage will be dependent on education and experience.