

DIRECTOR, DIGITAL MARKETING

Job Summary

Primary responsibility is to implement effective online marketing initiatives centered on delivering a positive customer experience. The Director, Digital Marketing will lead the team responsible for the design, production, and management of our ecommerce business suite. This role will be tasked with defining the creative strategy and launch of our webstore as well as related online customer service tools.

Job Responsibilities

- Gain a thorough understanding of customer needs, both existing and potential, and use that knowledge to help deliver site features that provide B2B Building Materials Distribution customers with an unparalleled digital shopping and relationship experience.
- Analyze various business initiatives across all aspects of the online business to determine success or opportunities for change, then develop and implement action plans based on those analyses/recommendations.
- Serve as liaison with digital business efforts, customers and partners to understand their business needs, and deliver web solutions that meet those needs.
- Maintain internal and external PIM catalog database that feeds the online ordering system and other online tools.
- Create and/or coordinate creation of graphics, copy or other content for website, social media vehicles and interactive tools.
- Ensure consistent and accurate posting of materials across business platforms.
- Manage development and execution of strategic store integration initiatives to ensure optimal connectivity between Cameron Ashley locations and the organization's ecommerce site.
- Manage ongoing improvements to existing digital business functionality.
- Help support internal training on user tools and programs.
- Plan, review, and perform the implementation of database changes.
- Develop reports and other data visualizations as required.
- Assist with management of online metrics and make recommendations for continued improvement and optimization.
- Manage ongoing improvements to existing digital business functionality.
- Accountable for direct supervision of the work activities of others.

Job Requirements

- Bachelor's Degree in Business, Marketing, Communications or a closely-related field.
- 3+ years of Marketing Communications and website experience specifically from B2B, consumer products or related industry.
- Building Materials products experience preferred, but not required.
- Retail or Ecommerce experience required; minimum of three (3) years' experience in a retail or e-commerce setting.
- Experience directly managing a website preferred.
- Knowledge of Ecommerce business KPI's and technologies
- Proven experience in web-based marketing programs.



- Both technically deep and business savvy enough to interface with all levels and disciplines within the organization.
- Proven ability to simultaneously manage and prioritize multiple projects to meet critical deadlines.
- Ability to lead and direct a staff preferred.