



Location for this position: Findlay. Remote and/or Hybrid available for qualified applicant.

Johnson Plastics Plus
5940 Hamlet Drive
Findlay, Ohio 45840
www.johnsonplastics.com
Johnson Plastics Plus

Title: E-Commerce Merchandising Analyst

Reports To: Sr VP, JPP

Primary Purpose: We are looking for an E-Commerce Merchandising Analyst who wants to make a difference. A background in Ecommerce, Digital Sales, Marketing, and/or Merchandising is required. The person has an extreme focus on data analysis and uses an innovative approach to increase order conversion and average order value. Knowing how to organize and interpret data is key. This role is a highly visible position that is responsible for optimization of our website sales performance.

The **Ecommerce Merchandising Analyst** will focus on building positive customer experiences that drive tangible business outcomes. Close collaboration will be required with business owners across the company to prioritize content, promotions, website features, and enhancements to maximize conversion while supporting a broad mix of business needs.

RESPONSIBILITIES

- Lead the day-to-day digital merchandising efforts to deliver on the ecommerce strategies, customer experience tactics, and achievement of operating metrics and key performance indicators.
 - Support company-wide business and category plans as it relates to ecommerce
 - Utilize direct and indirect cross-functional resources to deliver on digital strategies:
 - Day to day analysis of website pages and landing pages
- High focus on improving conversion rates and average customer spend
- Partner with user experience, digital media, web analytics, marketing analytics, and marketing automation resources to plan and deliver a cohesive and high-performing digital experience and strategy.
 - Develop a roadmap and quarterly learning agenda for A/B testing and optimization
- Partner with external agencies, consultants, and technology partners to track industry best practices and continually optimize ecommerce features, functionality, design, and performance as necessary.
- Present and pitch concepts to internal and external stakeholders while demonstrating best practices, feasibility and delivering on brand continuity

REQUIREMENTS (competencies)

- Build and execute an experimentation framework to drive conversion rate optimization at key points
- Optimize conversion for inbound and paid traffic
- Work with marketing team to actively measure and forecast the funnel based on current and past conversion rate performance
- Monitor results against specific key performance indicators and conversion goals
- Contribute to site, page strategy, and analyze results, distil insights on what's working what's not, and provide recommendations for optimizations and/or tests

- Influence design updates and improvements through monitoring performance and user experience
- Plan, develop and manage web and mobile campaign and channel tracking
- Build reports from the ground up to visualize data in a way that generates actionable insights
- Establish KPIs and metrics for user behavior and campaign effectiveness
- Execution of ongoing reporting dashboards for both internal team members and clients
- Own the strategic, operational, and implementation aspects of site-wide A/B testing and optimization. Some (but certainly not all) examples include:
 - Landing page conversion optimization for marketing
 - On-page experience and user pathing tests for organic visitors
 - Testing different avenues for maximizing ROAS (including display ads, affiliate offers, new calls to action, etc.)
- Must possess a detailed knowledge of digital strategy and planning in a consumer goods or distribution environment.
- Demonstrated ability to work effectively in a matrix environment, collaborating closely across cross-functional teams
- Exceptional verbal and written communication skills with the ability to effectively interact with and present to all stakeholders
- Strong business acumen, interpersonal skills, a high level of motivation and a self-directed mindset is required
- Must be able to think broadly about data and how to effectively use it to drive our ecommerce growth strategy (3 and 5-year strategic plan)
- Exceptional project management skills within a digital environment. Direct experience in project management is a plus.
- Strong command of ecommerce platforms and tools such as Google Analytics, UX, Adobe Stack
- Direct experience working with web analytics, A/B testing, marketing automation, and site intercepts is preferred

EXPERIENCE

- BS/BA Degree required
- 5+ years eCommerce/Digital management
- A track record of delivering business results
- Change agent that can adapt and be flexible to rapidly changing market forces, must be comfortable working in a matrixed organization and confident in working within a team through ambiguity and change
- Strategic/visionary - passionate about growing a new, strategic business. Not afraid to get their hands dirty.
- Experience evolving an ecommerce strategy and implementing a plan

Expected Attributes of Employee:

- Strong mathematical and analytical skills, especially as it relates to statistics and testing
- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Driven to meet and exceed sales goals with a passion to work under pressure to perform
- Excellent sales and customer service skills including demonstrated ability to build and further develop positive relationships with potential and current customers, including cold customer calls with an assertive, positive, and persistent style
- Proven customer service and relationship building skills, displays confidence, energy, and passion



- Competent in communicating directly, publicly, and openly throughout the organization
- High level of problem solving, troubleshooting, and task/project management skills with the ability to work both independently and within a team
- Passion for continuous improvement in all aspects of the company's performance; Driven for results and measuring progress
- Demonstrated strong oral and written communication and presentation skills
- Strong research, analytical, negotiating, and problem-solving skills
- High level of multi-tasking skills, with a strong attention to details
- Ability to learn products quickly and relate information to potential customers effectively.

Johnson Plastics Plus is the leading supplier/distributor to the engraving and sign-making industry. As part of the Rowmark brand, JPP strives to provide world class products and service to our customers each day through our distribution facilities located throughout the U.S.

Johnson Plastics Plus is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation, and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kconroy@rowmark.com