

## ***GREAT NORTHERN EQUIPMENT DISTRIBUTING, INC.***



**Job Title:** eCommerce Sales & Content Specialist

**Last Update:** 11/20/2020

**Reports to:** Director of Sales

**Supervises:** None

**Department/Location:** Sales/Rogers, MN

**Work Schedule:** Generally, 8-5 with flexibility for earlier start/leave or later start/leave

**Eligible for remote work:** Yes, up to 20%

**Basic Function:** The eCommerce Specialist is responsible for managing Great Northern Equipment's eCommerce sites and supporting our customer's online portals. In addition, this individual will manage several online channels as well as manage the ongoing account and online listings through our eCommerce platforms.

### **Essential Functions:**

- Drives sales of GNE products on internal and external eCommerce platforms.
- Maintains EDI and/or customer portals for co-op and non-co-op customers including:
  - Processing incoming orders.
  - Product appropriate product content and pricing.
  - Item maintenance.
  - Maintain customer pricing.
  - Loading product safety videos.
  - Monitors customer sites for unauthorized products or content.
  - Liaison with customer representatives on portal content and updates including accuracy and timing.
  - Collaborates w/GNE's Sales and internet partners to post products for their sites.
- Monitors and reports on in stock metrics.
- Researches ecommerce market and provides suggestions for additional products.
- Sources new internet partners.
- Supports marketing by providing technical input for Smart Equip and/or other platforms.
- Keeps supervisor informed of important developments, potential problems, and all related information necessary for effective management.
- Performs other duties as assigned.
- Attends training as directed by GNE.

### **Secondary Functions:**

- Answers inbound sales calls.

### **Knowledge/Skills/Abilities:**

To perform this job successfully, the candidate must be able to perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to see a job through to completion and the passion to believe in the quality and value that you provide.
- Knowledge of and willingness to follow company policies.

- Honesty, dependability and unconditional ethics. Treat people with respect; work with integrity and ethics; upholds organizational values.
- Teamwork – Balance teamwork and individual responsibilities; Exhibit objectivity and openness toward others' views; Give and welcome feedback, Willingness to assist others.
- Take initiative to locate missing information or find possible solutions to an issue.
- Conduct oneself in a professional manner.
- Speak, write, and read English.
- Ability to communicate effectively, both verbally and in writing, with a wide variety of internal and external customers/vendors.
- Able to adapt to changes in work environment; change approach or method to best fit the situation; ability to deal with frequent change.
- Ability to effectively manage timetables, time requirements and deadlines.

#### **Qualifications and Experience:**

##### **Required**

- High school diploma or equivalent.
- 2 years of eCommerce and/or EDI experience preferred.
- Outgoing, professional attitude.
- Strong analytical and organizational skills.
- Understanding of Accounting, Financial Statements.
- Intermediate Excel and Word skills, working knowledge of ERP software.
- Ability to communicate effectively both verbally and in writing with customers and coworkers
- Ability to multitask.
- Teamwork – balance individual and department responsibilities.

##### **Preferred**

- Bachelor's Degree.
- Proven experience managing digital product inventory.

**Budgetary Responsibilities:** Sales and margin on items sold in eCommerce channels.

**Machines/Equipment:** In the normal course of performing this job a telephone, headset, copier, and personal computer will be used.

#### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently required to sit, use hands to handle objects, speak and hear.
- Frequent wrist and/or hand movement is required.
- Ability to frequently lift up to 10 lbs.
- Frequent bending, twisting, stooping, reaching and lifting.
- Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

**Travel:** Occasional local visits to customer or vendor facilities and national travel to tradeshow (2-3 annually).

#### **Work environment:**

- **Office:**  
Office setting is climate controlled and the noise level is usually quiet to moderate.

- **Warehouse:**

Warehouse setting is partially climate controlled and the noise level is usually moderate. Employees may be regularly exposed to forklift, foaming and cutting equipment.

**Summary:** This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.