

## Website Coordinator

(Company Description & Introduction)

The Website Coordinator's primary duty is to ensure the (COMPANY NAME) website has accurate product information and is functioning properly while assisting with new developments, trainings, and other digital marketing tasks as assigned.

### Essential Responsibilities:

- Become power user for the (COMPANY NAME) Trade Website
- Assist with the development of a website training library with documentation and videos for different (COMPANY NAME) User Groups
- Assist with organizing and implementing user testing
- Assist with website training and related questions
- UGC (Pixlee) Tool Setup and Ongoing Maintenance
- Work with sales to maintain sales aids and documents in our dealer tool
- Maintain Product Relational Databases – ie Related Groups / You May Also Like
- Update Site Merchandising
- Maintain Search Configuration
- Manage Dealer Locator
- Update Images and Content as needed
- Assist with product launches; validate data, merchandise new products, submit for rendering and organize testing.
- Review website analytics daily for trends and opportunities
- Maintain and organize option imaging, including processing for visual rendering.
- Assist with Digital Marketing as needed
- Analyze trends in website design and functionality
- Assist with ongoing user testing as needed for new website features.
- Learn all POS systems

### Qualification / Knowledge / Skills:

- 2-3 years experience using Google Analytics
- 2-3 years experience managing products on a web platform
- BS Degree in Marketing or similar Preferred
- Requires an inquisitive personality that is resourceful and easily able to learn new technologies.
- A passion for creating meaningful user experiences online

- A sharp eye for detail, ability to spot content errors and product issues on a live website.
- Familiarity with the Microsoft Office Suite (Word, Excel, PowerPoint) and project management programs (Asana, Monday.com, etc.)