



**E-Commerce Specialist  
COLUMBUS, OHIO**

Restaurant Equippers, Inc., a privately-held national supplier of Food Service Equipment and Supplies to the Food Service industry via a Nationwide Internet Shopping Site, a Nationwide Call Center and powerful Warehouse Stores is looking for an experienced E-Commerce Specialist to support the E-Commerce department & site (i.e. equippers.com).

The primary purpose and responsibilities of the position are to administer, create, and maintain content for the company's web stores to add value to the customer's shopping experience. Product descriptions, photos, promotions, categorization, pricing, availability of products, and inventory displays must be updated regularly to maintain competitiveness, accuracy, and quality.

This position will assist the E-commerce department in all daily operations, insure all industry trends and best practices related to e-commerce/online shopping are maintained, and be responsible for the E-Commerce initiatives needed to effectively support the company's broad merchandising, marketing and branding strategies needed to grow all of the company's Omni-Channel businesses including "online", "catalog", "phone" and "in-store" sales.

Restaurant Equippers offers over 50 years of continuous company sales growth and profitability; an employee-friendly work environment; competitive wages; employee sick, holiday & vacation programs; 401K Investment Plan and one of the richest, employee-friendly medical insurance programs available anywhere in the business community today.

**SCOPE OF RESPONSIBILITIES:**

- Works closely and independently with the Director of E-Commerce Operations, E-Commerce department, Marketing, Information Technology, National Sales, and Purchasing departments to create and maintain content and structure for Restaurant Equippers.
- Maintains the accuracy, quality, completeness, and presentation of the Restaurant Equippers brand and products by:
  - Add new products to the system daily.
  - Ensure all products are available through the system.
  - Ensure that products display the current availability of inventory, at current sales prices, with appropriate marketing and promotions, and are competitively presented.
  - Ensure that Promotional Items, New Items, Clearance Items, Scratch and Dent, and other categories are kept fresh and current.

## **SCOPE OF RESPONSIBILITIES (Continued):**

- Perform quality audits of website data against multiple databases and printed catalogs on an ongoing basis.
- Researches, recommends, and participates in ancillary product development and management, including: technical specifications, user manuals, warranties, buying guides, blog articles, comparison tools, and more.
- Attends product training and participates in sales training programs onsite.
- Maintain the company's email marketing mailing list through monitoring, collecting, reporting, and performing appropriate maintenance activities as scheduled.
- Monitor and report regularly to stakeholders on website searches, customer behavior trends, and conversion performance.
- Implementation of Search Engine Optimization (SEO) through:
  - Copywriting, link building, and content development for products, categories, manufacturer brand names, buying guides, and documents
  - Keyword development and analysis
  - On-page optimization and accessibility best practices
  - Implement social media campaigns
  - Promote Restaurant Equippers' brand, values, promotions, and sales
  - Coordinate social media campaigns with marketing campaigns for maximum exposure
- Prepares digital images for print, web, and advertising projects.
- Keeps immediate supervisor well-informed verbally of progress on tasks and projects through regular meetings with the employee.

## **EDUCATION AND EXPERIENCE REQUIREMENTS**

- Bachelor degree in Computer Information Systems, Marketing, Business Administration, or equivalent work experience in related field.
- Four years or more of related experience in handling website content.
- Two years or more of related experience working in a content management system.

## **SKILL REQUIREMENTS**

- Demonstrated ability to process work with promptness, accuracy, thoroughness, and able to monitor own work to ensure quality and obtain help as required.
- Demonstrated ability to work smoothly and efficiently in a team environment and independently with minimal supervision.
- Demonstrated detail oriented and organized work methods.
- Demonstrated understanding of web standards, accessibility and SEO best practices.
- Demonstrated proficiency in report writing, copywriting, proofreading, and editing skills.
- Demonstrated ability and knowledge of software:
  - Adobe Photoshop (intermediate level or higher)
  - Microsoft Excel (proficient in manipulating data and able to self-teach)
  - HTML and CSS (able to edit and understand code)
- Demonstrated ability professionally posting with Social Media Applications (Facebook, Twitter, etc.).
- Ability to work on multiple projects simultaneously and balance conflicting demands.

**TO APPLY:**

Send resume and cover letter to [Ecomm@equippers.com](mailto:Ecomm@equippers.com)

***Restaurant Equippers, Inc. is an Equal Opportunity Employer***

*(Employment contingent upon successful completion of pre-employment drug screen and background security check.)*