

## **Web Content Coordinator**

Choko Authentic Apparel is a proudly Canadian owned & operated company and we are looking for an experienced Web Content Coordinator to join our growing team!

Our team is dynamic, creative, and entrepreneurial. Our expertise is in designing, creating, manufacturing and distributing premium lifestyle apparel and we are proud of our enviable reputation for design concepts and the durability of our products.

As Web Coordinator, you will be wearing many hats...literally! You'll be writing copy, organizing product codes and photos for multiple websites, and working with our web team to coordinate marketing campaigns. No two days are the same and if you enjoy variety and staying busy, we want to meet you!

### **Responsibilities include:**

- Organizing and coordinating on-going web projects for our growing e-commerce division from concept to design, writing and editing, and working with our web team on creative and social media marketing initiatives
- Taking a lead project management role in maintaining dates, timelines and communication by coordinating with all key stakeholders and vendors
- Coordinating the launch of consumer facing websites and continuous improvements as consumer demand changes, conducting regular analysis of processes and procedures and making adjustments as necessary
- Editing and approving the final versions of website content including photos, written copy, pricing and customer experience
- Presenting progress and results of tasks to management and other interested parties in person or in digital format
- Coordinating with the design department and the marketing team to have a cohesive and consistent brand message
- Relaying any important communication from the brand client to the internal team and marketing team
- Creating a seasonal strategy for each online retail brand
- Setting goals in coordination with VP Sales and Marketing
- Working with the marketing team to integrate those goals into the advertising strategy
- Coordinating the online retail strategy with the brand managers and clear trend plan with the design team
- Performing other relevant duties as required

### **Skills you bring to the role:**

- Experience working in the field of digital and online sales
- Demonstrated hands-on experience managing web marketing materials
- Working knowledge of web design
- Moderate computer skills, particularly email, spreadsheets, and presentation creation software
- Ability to understand digital ad performance reports and apply to sales reports to provide the marketing team with feedback
- Ability to clearly communicate, expressing requirements and expectations to a wide range of individuals
- Excellent written communication skills, especially in the English language
- Strong attention to detail in evaluating the completion of various phases of a project
- Analytical skills to monitor progress of an undertaking and identify areas needing adjustment or improvement
- Critical thinking and problem-solving skills are essential
- Strong work ethic and personal accountability
- Willingness to manage multiple tasks at once and adhere to guidelines, budgets, and deadlines
- Cooperative and communicative attitude with executive staff, managers, and employees