

## **Director eCommerce Channel (Requisition ID: 137928)**

At Rogers, we connect Canadians to a world of possibilities and the memorable moments that matter most in their lives. Every day we wake up with one purpose in mind. To bring loved ones together from across the globe. To connect people to each other and the world around them. To help an entrepreneur realize her dream. A sports fan celebrate a special moment.

Because we believe connections unite us, possibilities fuels us, and moments define us.

Today's Shopping Choice (TSC) is a leading interactive, multi-channel retailer, offering a vast assortment of exclusive products and top brand names to its customers. As one of Canada's most innovative and diversified retailers, TSC incorporates entertainment, inspiration, personalities and industry leaders to provide a unique shopping experience, where customers find exceptional selections in Health & Beauty, Jewellery, Home/Lifestyle, Fashion/Accessories, and Electronics.

The Director eCommerce Channel, will report to the Sr. Director Digital Channel & eCommerce at Today's Shopping Choice in Mississauga.

### **Responsibilities**

- Be a key contributing member of the Ecommerce senior leadership team; providing thought leadership to drive a strategy for sustainable profitable growth for TSC.ca
- Lead the Ecommerce user experience team (developers and analysts)
- Develop a rigorous data-driven roadmap of enhancements to drive improved customer experience and site productivity across all key digital platforms (desktop, tablet, mobile)
- Understand and continuously monitor key website metrics (e.g. major traffic sources, purchase conversion funnel, bounce rates, etc) in order to develop a deep understanding of customer behaviour and to drive continuous improvement and revenue growth
- Work closely with digital marketing and web merchandising teams to maximize productivity of website traffic generated through marketing activities (SEM, SEO, email, affiliates, etc)
- Act as key liaison between the Ecommerce business and IT teams; prioritize capital investments based on expected impact on site revenue and customer experience; develop business cases and other documentation to support capital investments; support development of website enhancements
- Ensure that productivity of end to end purchase conversion funnel is maximized; quickly identify opportunities for improvement; initiate and drive short, medium and long term enhancements to grow sales
- Continually monitor industry best practices from a user experience perspective and measure the shoppingchannel.com against best in class
- Design, build and manage an in house usability testing program to gather feedback from existing and prospective customers

As part of the recruitment process, the selected candidate will be required to provide employment references and successfully complete a background check which includes credit and criminal.