



Web Producer

Jewett Cameron is looking for our next great Web Producer. The Web Producer will be responsible for the implementation and management of content on both the Jewett Cameron website and 3rd party retail sites. Responsibilities will include planning, editing, and managing website content. The ideal candidate will combine their writing, design, and marketing skills along with the needed technical acumen to create web content that converts to a sale. This position will report to the Direct to Consumer Business Director and is a key member of the Direct to Consumer team.

A successful candidate is an open-minded, inquisitive individual who enjoys a collaborative work environment, which values their creative contributions, beyond the product of their work.

Founded in Oregon in 1953, the Jewett Cameron Company strives to develop and build premier products in fencing, pet home, and outdoor living. We are guided by our defining principles of crafted, stewardship and legacy. As such, we apply the same care in developing our products as we do investing in our people, our partnerships, our environment, and in the communities where we live, work and play.

Responsibilities in this Role

- Update the company web site, digital assets, and 3rd party product catalogs on a regular basis
- Merchandise new product introductions on a regular basis to maximize e-commerce sales
- Plan and manage product and brand related content aligned with short-term and long-term sales targets, and sales promotions
- Edit text, graphics, images, and short videos for website use in collaboration with Creative Team
- Work with cross functional teams to manage promotional strategies and setting up new promotions
- Utilize e-commerce testing & recommendation tools to optimize product presentation for conversion
- Analyze and report on site traffic, product conversion, sell-through and engagement metrics
- Ensure products on site are current, complete and posted online by scheduled launch dates
- Optimize content accordingly to maximize SEO
- Support internal processes for new and existing roadmap initiatives
- QA/Test launches of new content/defect fixes/functionality to website
- Problem solve and help resolve existing site issues
- Recommend and help implement process and system improvements
- Keep up with emerging technology, competitors and industry trends

Ideal Candidate Requirements/Qualifications

- Bachelor's degree
- 2+ year's related ecommerce experience
- Basic knowledge of ecommerce platforms – Prior experience working with Magento websites strongly preferred. Amazon Seller Central a plus.
- Experience using task management systems (JIRA, Basecamp, Asana, etc.)
- Advanced knowledge of HTML and mid-level CSS/JavaScript
- Passion for E-Commerce & online sales
- Strong organizational agility and interpersonal skills; ability to work independently, quickly and thoroughly under multiple deadlines
- Strong eye for detail and organization as well as the ability to focus on the "big picture"
- Excellent project management, written and verbal communication skills
- Strong proficiency in Excel, PowerPoint, and Google Drive applications
- Self-starter with excellent problem solving skills with an aptitude for learning new systems.
- Ongoing desire to stay current on the latest technologies and industry trends

Physical Requirements – Work Environment

- This role typically works in an office environment and uses a computer, telephone and other office equipment as needed to perform duties.
- The noise level in the work environment is typical of that of an office. Frequent interruptions may be encountered throughout the workday.
- The employee is regularly required to sit, talk, or hear; frequently required to use repetitive hand motion, handle or feel, and to stand, walk, reach, bend or lift up to 20 pounds.

Jewett Cameron offers a competitive salary and a rich benefits package including:

- Medical, Dental, FSA and Employer funded HRA
- Profit sharing and an exceptional 401k match
- A family-friendly team with generous and flexible PTO
- An environment dedicated to ongoing learning and professional development