



Job Title: eCommerce Director
Department: Retail Sales
Date: May 30, 2019

Position Overview:

The eCommerce Director will own all aspects of eCommerce projects from beginning (initial client acquisition /briefing/presentation) to deployment and optimization that will complement the brick and mortar strategy. This individual will develop and execute the brand and marketplace growth strategy for all company products in collaboration with senior leadership and the sales and marketing support team. This position will be located in the Eden Prairie office with some travel to the assembly plant in Sauk Rapids, Minnesota.

Major Position Responsibilities:

- Develop and execute the eCommerce channel sales strategy including product mix/assortment, promotions, pricing, content and customer service for Amazon, eBay, and other channels.
- Develop project plans and communication strategies when rolling out new eCommerce platforms. Partner with department leaders to create cross functional project teams to ensure a successful implementation.
- Drive efficiency across all marketplace businesses (supply chain, advertising, customer service, etc.).
- Create a multi-channel shopping experience and leverage content creation and experience across all online channels of distribution.
- Collaborate with marketing to develop content that drives sales and improves consumer awareness and search ranking.
- Manage and drive new channel onboarding.
- Lead and execute new product launches across all online channels.
- Identify new business opportunities relating to Amazon and other eCommerce channels and implement campaigns that drive positive ROI.
- Monitor and report on developing eCommerce technology trends, evaluate business opportunities, assist procurement team with pricing trends/data, and recommend and execute new initiatives.
- Forecast, plans and optimize marketing spend in collaboration with third-party agencies
- Optimize processes for demand planning and assist with supply chain systems implementations and upgrades.
- Create and maintain all net sales and margin targets for multiple SKUs and across multiple marketplaces.
- Own markdown and promotional strategies to maximize profits, including margin implications for inventory control and margin dilution.
- Stay abreast of our industry and the marketplace, including competition, consumer behavior/demands, and demographics.
- Stay up-to-date with digital marketing trends and potential new channels and strategies that work in our vertical to keep us ahead of the competition.
- Other duties as assigned.
- Work closely with product management to identify existing and emerging product assortments and key vendor relationships for planning a promotional/marketing roadmap.

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MAILING ADDRESS: PO Box 460 • 1660 13TH AVE. NE, Sauk Rapids, MN 56379 **SALES OFFICE:** 6608 Flying Cloud Drive, Eden Prairie, MN 55344
1.320.251.8696 • 1.800.779.3267 • Fax: 320.251.2922

www.pinnacleclimate.com

Position Requirements and Specifications:

- Bachelor's degree in marketing or a related field preferred **or** equivalent experience
- Minimum of seven years of eCommerce, online channel sales and/or sales and marketing experience including:
 - Experience working with Amazon required
 - Subject matter expertise on all things related to Amazon/eCommerce
- Experience with budgeting, inventory forecasting, vendor contract negotiations, and fiscal management principles and procedures
- Strong understanding of brand marketing
- Management skills including agency management, research, marketing analysis, and strategy
- P&L experience with responsibility for profitability
- Prior experience in retail and or related categories preferred
- Ability to communicate effectively, both verbally and in writing, with a wide variety of company personnel, customers, suppliers, and others at all levels.
- Experience as a self-starter and multi-tasker, self-motivated, with a capacity to perform in a fast-paced environment.
- Ability to collaborate with other business function leaders while driving company growth.
- Ability to manage multiple projects simultaneously.
- Project management and proven organizational skills.
- Act with a sense of urgency.

Reporting Relationships:

The eCommerce Director reports to Executive Vice President of Sales and Marketing for Pinnacle Climate Technologies. There are no direct reports to this role.

Compensation and Benefits:

The company also offers a comprehensive salary and benefits program.

About Pinnacle Climate Technologies

Pinnacle Climate Technologies develops, manufactures and distributes heating and ventilation solutions through commercial, industrial, agricultural, DIY and other retail channels throughout the world. With manufacturing in North America and Asia, Pinnacle serves a diverse customer base in over 25 countries, on every continent. With brands that include MASTER®, Schaefer®, Remington®, ProTemp®, Americ®, and STANLEY®, Pinnacle is positioned as the global leader in industrial/construction heat, and portable ventilation products.

Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, disability, veteran status, national origin or other legally protected classifications.

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