



Digital Storefront Lead

Advocate Print & Publishing is searching for an enthusiastic, energetic and outgoing **Digital Storefront Lead** to join our growing team.

Based in our Halifax office, located conveniently within the Hydrostone district, the Digital Storefront Lead will be at the forefront of our expanding digital strategy and given an opportunity to shape the direction of the Company's technology and online sales strategies.

As a member of our team, you will be offered a competitive compensation package including a salary commensurate with your experience and an opportunity to participate in our generous benefit programs.

Responsibilities and Duties:

Reporting to the VP Sales and the VP Corporate Development & Finance, the successful candidate will:

- Develop and execute the business strategy to promote and drive the Advocate's e-commerce platform;
- Work collaboratively with the existing organization, and specifically the existing sales team, to identify products and solutions which can be marketed and sold via the e-commerce platform and opportunities to digitize sales to the existing customer base;
- Collaborate with the marketing team (including social media) to identify and execute digital marketing campaigns to drive sales growth via the e-commerce platform;
- Participate in enterprise-level sales initiatives to promote the availability of e-commerce solutions;
- Develop and maintain the e-commerce platform; and
- Provide platform maintenance assistance for existing, customer-specific, digital storefronts on the new e-commerce platform.

Attributes:

- Experience managing and growing digital, web-based sales;
- Previous experience in a communication environment (marketing, sales, production) or equivalent experience is an asset;
- Ability to work independently while following the overall management strategy; and
- Ability to adapt and respond to shifting priorities.

Requirements:

- Post-secondary education;
- Experience with e-commerce platforms and web-based sales; and
- Strong interpersonal and communication skills.

Send your resume in confidence to: careers@advocateprinting.com