

## **Marketing & E-Commerce Coordinator - Full-Time**

Pioneer Midwest is a full service Nordic ski shop that also specializes in paddle sports. This position will coordinate and manage website content and sales, social media, Google ads, and email campaigns. Other responsibilities include occasional retail sales, customer service, and merchandise management.

The work environment is informal, fun, and flexible. Nordic ski experience and knowledge is helpful but not required. The ideal candidate is a self-starter with the ability to learn quickly.

Start date is immediate. This is a full-time position with flexible hours and is located in Maple Grove, MN.

### **Role and Responsibilities**

#### Marketing

- Assist in developing a content strategy and create a content calendar
- Create and manage content for website, ads, and social media
- Monitor and respond to social media posts and reviews
- Design and implement email marketing campaigns
- Day-to-day management of Google ads

#### E-Commerce

- Manage e-commerce product pages and website content
- Manage online order fulfillment

#### Other Duties as Assigned

- Retail Sales
- Customer Service
- Merchandise Management

### **Required Knowledge, Skills, and Abilities**

- Strong oral and written communications skills
- Attention to detail is essential
- Proven ability to prioritize and manage multiple projects
- Understanding of Google ad platforms, or the willingness and desire to become an expert in Google advertising
- Knowledge of social media channels

### **Qualifications**

- 1 or more years of experience with digital ads, e-commerce, social media, or email marketing
- 1-4 years of marketing or sales experience
- Knowledge of Nordic skiing is highly desirable

### **Preferred Knowledge and Skills**

- Degree in marketing, business, or related field
- Knowledge and understanding of the Nordic ski industry, or a related sport

- B2C experience
- Knowledge and understanding of graphic design
- Knowledge and understanding of email marketing, CAN-SPAM, opt-in, and best practices
- Experience working with e-commerce platforms, such as Shopify, Magento, or Lightspeed POS