



## JOB DESCRIPTION

**Position:** Ecommerce & Social Media Manager  
**Term:** Full time, Monday to Friday with weekend social media monitoring  
**Reporting to:** President

### Mission

We're looking for a talented and passionate individual to join our team and manage the company's ecommerce and social media strategy and tactics. In this position, you'll be in charge of two websites: [www.botanicalpaperworks.com](http://www.botanicalpaperworks.com) for our B2C clients and [www.seedpaperpromo.com](http://www.seedpaperpromo.com) for our B2B clients.

### You're right for the job if:

- You have a degree or diploma in Marketing or Communications, have 5+ years experience and are committed to ongoing learning in these areas.
- You connect personally with the company mission: "To help individuals and organizations celebrate important life events in a stylish and eco-friendly manner."
- You work well within an entrepreneurial, small-team environment where achievements are celebrated.

### Duties & Responsibilities

As Ecommerce & Social Media Manager, you are responsible for the overall strategy and specific tactics used to drive traffic to [www.botanicalpaperworks.com](http://www.botanicalpaperworks.com) and [www.seedpaperpromo.com](http://www.seedpaperpromo.com) and acquire new customers through direct and social mechanisms.

Specific responsibilities include:

#### 1) Ecommerce

- Manage website, product deployment, pricing and merchandising
- Deliver content for [www.botanicalpaperworks.com](http://www.botanicalpaperworks.com) and [www.seedpaperpromo.com](http://www.seedpaperpromo.com) including information pages, product descriptions, digital catalogs, blog posts and more.
- Plan and execute couponing, special offers, incentives and giveaways
- Plan and execute public relations campaigns to drive traffic to website and increase brand awareness
- Negotiate and implement print and digital ad campaigns to drive traffic to websites
- Manage website improvement projects

#### 2) Social Media

- Be the company's social guru, testing the inner workings of social media, understanding the evolution of social media, finding new opportunities to integrate with social media and promote our services. Current outlets include Facebook, Pinterest and Twitter.

- Be the curator of the company's brand personalities
- Deliver content for all social outlets, blog and e-newsletters

### 3) Other Duties

- Tie all e-commerce and social activities to the SEO strategy.
- Update the SEO and Content strategies quarterly.
- Track, measure and report on key ecommerce and social success metrics
- Stay current on industry, digital marketing and consumer trends

### Skills and Characteristics Required

- Degree/diploma in Marketing or Communications
- 5 years experience in ecommerce and social media marketing.
- Creative blog writer with outstanding written communication skills.
- Familiarity with search engine optimization (SEO) and willingness to learn more.
- Strong analytical skills and attention to detail; experienced using Google Analytics and Excel to measure ecommerce and social goals.
- Committed to making data-driven decisions and seeking continuous improvement of marketing processes.
- Proactive, energetic, self-starter looking to have a significant impact on business success.

### About Botanical PaperWorks

We're a Canadian company that has been producing seed paper for the last two decades. Our mission is to help individuals and organizations celebrate important moments in a stylish and environmentally responsible manner. Using the seed paper, we design stationery, promotional products, wedding invitations and memorial products.

Products from Botanical PaperWorks and our sister brand SeedPaperPromo.com get noticed. We've been featured in publications around the world including Elle Italia, Martha Stewart Weddings, the Globe and Mail, InStyle and much more.

Through our distributor networks and websites [botanicalpaperworks.com](http://botanicalpaperworks.com) and [seedpaperpromo.com](http://seedpaperpromo.com), we assist a diverse group of customers from Canada, the United States and Europe.

### How To Apply

Please send your résumé and a cover letter explaining why you are qualified for this position and outlining relevant experience to [hr@botanicalpaperworks.com](mailto:hr@botanicalpaperworks.com). We thank all applicants but only those selected for an interview will be contacted.