



Location for this position:

Rowmark
5409 Hamlet Drive
Findlay, OH 45840

Title: Web Content Manager

Reports To: Product Manager

Primary Purpose: Support the company's strategy to deliver commercially focused and customer-friendly websites. Manage the content and operations of each of the company's websites with a strong focus on on-line ordering systems ensuring that overall e-commerce content is current and systems are functioning correctly and efficiently.

Expected Attributes of Employees:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Competent in communicating directly and effectively throughout the organization
- High level of multi-tasking skills, with a strong attention to details
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Demonstrated strong oral and written communication skills
- Ability to balance issues emotionally and objectively and empathize with other employee concerns
- Team-oriented customer service spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere

Qualifications:

- Bachelor's degree and/or relevant website content work experience required
- Prior work experience using applicable software:
 - CMS (Content Management System) -required
 - E-commerce applications - required
 - Microsoft Excel - required
 - Photo and Document editing software, such as Adobe CC Applications, Photoshop, Illustrator, and Acrobat - required
 - ERP Enterprise Resource Planning - recommended
 - CRM software - recommended
 - HTML and CSS coding - a plus
 - Magento - a plus
- Experience with digital marketing & SEO (Search Engine Optimization)
- Experience with responsive or mobile design.
- Experience with managing and working with cross functional web design and development teams
- Highly organized and detail oriented, with the ability to multi-task and follow-up on all responsibilities.
- Excellent communication (written and verbal) and problem solving skills.

Primary Duties & Responsibilities:

- Manage overall website content with assistance from Marketing Department to ensure a consistent and high quality image: company and contact information, products and services, photography, product descriptions, details and images.
- Manage the websites' e-commerce functions to ensure that content is current and correct, including products, pricing, photography, product codes and descriptions, etc. Work to improve customer experience

on website. Assist with resolving issues relating to a customer's ability to navigate the on-line ordering system or processing of on-line payments.

- Stay aware of customers' buying trends and new web/e-commerce techniques/technologies to ensure website is promoting products effectively. Make suggestions on how to incorporate trends to enhance the customer's on-line experience.
 - Incorporate marketing campaigns into website design. Update as new themes or promotions are incorporated into website design, including on-line promotional codes campaigns, discounts, promotions and rewards programs.
 - Work with the Marketing Department to enter new products and maintain current product offering.
 - Coordinate product landing pages to support marketing initiatives.
 - Perform account management of pay per click accounts on Google AdWords, Bing and other search platforms. Report results regularly with a summary of trends, concerns, and/or recommendations.
 - Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with marketing/company goals. Manage and monitor keyword bids and all accounts, watching daily and monthly budget caps, impression share, quality score and other important account metrics.
 - Manage cross-sell/up-sell content and product relationships to promote add-on/suggestive buying.
 - Support new generation paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
 - Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, paid search initiatives, website activity levels and on-line ordering results.
 - Manage customer log-ins and accounts. Assist customers and troubleshoot log-in issues. Maintain customer files and appropriate customer information on line.
 - Assist with social media content to ensure that it ties with ecommerce opportunities.
 - Complete all other projects and tasks assigned by supervisor.
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Rowmark

5409 Hamlet Dr.

Findlay, Ohio 45840

www.rowmarkllc.com

At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success. Partnered with Bertram Capital since 2013, the Rowmark family of companies is staged for major growth. Rowmark's family of companies is headquartered in Findlay, Ohio.

Rowmark recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus



strives to provide world class service to our customers every day with eleven distributions points throughout the United States. With customer service/distribution centers also located in Belgium and Australia, our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also serves as sales resource for the digital printing equipment within the signage, promotional products, and awards/recognition markets.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as a custom plastic sheet division (Premier Material Concepts – PMC), which serves the engineered custom plastic sheet industry with materials for a variety of custom applications, primarily for the thermoforming industry.

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Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com