



JOB POSTING

POSITION: E-Commerce Manager
STATUS: Full-Time, Hybrid
LOCATION: Kohl & Frisch Limited (Concord, ON)
REPORTS TO: Director, Marketing
DEPARTMENT: Marketing

Founded in 1916, Kohl & Frisch Limited has a solid reputation in the healthcare industry that distinguishes it as the only national, Canadian-owned and operated wholesale distributor. A family-owned company, it is one of Canada's leading national distributors and is the essential link between pharmaceutical manufacturers and healthcare providers. Kohl & Frisch is fully equipped to service large chain retailers, independent pharmacies, clinics, and hospitals for all their Rx, OTC, home healthcare, and front shop needs.

Primary Role of This Position

As the E-Commerce Manager for Kohl & Frisch (K&F) at healthsnap.ca, you will be responsible for developing and executing strategies to enhance conversion, build brand equity, increase awareness, and drive sales. Your role will involve planning and executing the company's digital marketing strategy, encompassing consumer insights, website optimization (CRO), new launches, price promotions, email marketing, and customer service. You will work with our agency partner on customer acquisition and retention strategies across the customer lifecycle to grow the business. You will collaborate with other departments to develop clear goals and targets, deploy innovation, and create high-converting campaigns that drive AOV with both returning and new customers.

Major Responsibilities

- + **Website Management:** Manage all aspects of the website, including CRO and implement updates that optimize the UX experience and drive conversion.
- + **High-Converting Communications:** Develop high-converting communications for website and paid digital.
- + **Acquisition Strategies (Paid and Organic):** Develop and execute acquisition strategies, both paid and organic, to drive traffic and conversions.
- + **Retention Strategies:** Accelerate execution of retention strategies, including rewards, referrals, and community building.
- + **Email Strategy and Execution:** Own the full email marketing strategy and execution, including planning, segmentation, automation, and analysis to drive engagement and sales.
- + **Customer Service:** Oversee and optimize customer service processes to ensure high levels of customer satisfaction and efficient resolution of inquiries and issues.
- + **Performance Reporting and Analysis:** Own the Performance Reporting Suite, leveraging customer data for pricing, promotions, products, messaging optimization, email tracking, and customer service metrics. Analyze e-commerce performance results, identifying opportunities for improvement. Monitor web analytics to pinpoint areas for improvement and address concerns across the site and traffic sources.

- + **Customer Journey Improvement:** Continuously work to map and improve the overall customer journey to drive growth with new and existing customers. Track and improve e-commerce metrics such as conversion, AOV, repeat purchase rates, and CAC to reduce churn and maximize growth. Demonstrate an excellent understanding of the entire marketing funnel and the ability to balance MER and the inputs that drive growth.
- + **Partner Management:** Collaborate with internal teams, our agency, and freelancers to devise strategies for acquisition channels.

Education and Experience

- + Bachelor's degree in marketing, business administration, pharmacy, or a related field
- + A minimum of 5 years of experience in the e-commerce space
- + Proven experience in scaling DTC e-commerce brands
- + Technology platforms: Shopify, Klavyio, Gorgias, Meta, Google, SEM, Asana

Qualifications

- + Strong understanding of the e-commerce space and staying abreast of the latest developments
- + Love for data, testing, and a consumer-centric mindset to drive insights from analytics into actions
- + Strong teamwork skills, as well as prior experience leading teams/direct reports, providing continuous feedback, oversight and mentorship
- + Excellent communication (written and verbal), interpersonal, and negotiation skills
- + Analytical mindset with the ability to interpret market data and draw actionable insights
- + Ability to thrive with both execution and strategic planning in a dynamic environment
- + Demonstrated experience planning and managing projects from beginning to end
- + Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment
- + Start-up experience is beneficial
- + Knowledge and understanding of the Canadian healthcare and pharmaceutical landscape, regulations, and products is a plus

How to Apply

If you are interested in applying, please submit a cover letter and a résumé to:
recruitment@kohlandfrisch.com.

Please ensure you specify the job title, **E-Commerce Manager**, in the subject line of your email.

Kohl & Frisch would like to thank all applicants for their interest. Only those candidates who are selected for an interview will be contacted. Kohl & Frisch Limited welcomes applications from individuals with disabilities and provides accommodation upon request for candidates taking part in the selection process.