



JOB POSTING

(External Salary)

About the Job

POSITION TITLE: E-Commerce Specialist
POSITION TYPE: 18 Month Contract
LOCATION: Kohl & Frisch Limited (Concord, ON)
DEPARTMENT: Marketing

About Us

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.

About the Role

We are seeking a business-oriented individual for the e-Commerce Specialist position at Kohl & Frisch (K&F). This role focuses on HealthSnap.ca, K&F's direct-to-consumer platform. In this role, you will be responsible for improving the online presence of healthsnap.ca, building brand equity, enhancing customer experiences through the management of promotional activities, website modifications, marketing strategies and conversion-focused initiatives. The ideal candidate will bring a strong background in e-Commerce, proven experience with content management and analytical tools, and has a business owning mentality. The e-Commerce Specialist will be instrumental in optimizing HealthSnap's online presence and ensuring a seamless end-to-end customer journey.

What will you do?

- + **Website Management and Listing Optimization:** Manage all aspects of the website using Shopify, including updating product listings, pricing updates, promotions, content edits, CRO and implementing updates that optimize the UX experience with the ultimate end goal of driving conversion and ensuring the right products and seasonal events are featured on site.
- + **Digital Content:** Craft compelling high-converting product descriptions, email marketing copy, and social media captions designed to drive conversions and enhance SEO.
- + **Acquisition Strategies (Paid and Organic):** Develop and execute acquisition strategies, both paid and organic, to drive traffic and conversions through email marketing, direct website and social media.
- + **Email Strategy and Execution:** Own the email marketing strategy and execution, including planning, segmentation, automation, and analysis to drive engagement and sales.
- + **Customer Service:** Provide guidance and support when needed to our marketing associate who handles all customer service inquiries.
- + **Performance Reporting and Analysis:** Use performance data such as pricing, promotional activity, email tracking, and customer insights to evaluate what's working on healthsnap.ca and make recommendations to scale improvements. 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.
- + **Partner Management:** Collaborate with internal teams, our agency, and freelancers to devise strategies for acquisition channels.

What you bring

- + Bachelor's degree in marketing, business administration, or a related field
- + A minimum of 3-5 years of experience working in e-Commerce, digital merchandising or a related digital role.
- + Proven experience in scaling DTC e-commerce brands
- + Technology platforms: Shopify, Klaviyo, Gorgias, Meta, Canva, Google (Analytics, Ads, Merchant Centre, Tag Manager)
- + 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 experience coaching / providing mentorship, continuous feedback, and oversight on activities
- + 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, Shopify's Liquid template for customizations is a plus

What's in it for you?

This position offers a salary range of \$65,000 – \$80,000. The final salary offered to the selected candidate will be determined by factors including location, relevant experience, skill level and education.

How to Apply

If you are interested in applying, please submit a résumé and any other relevant documentation by **April 20, 2026** to: recruitment@kohlandfrisch.com.

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

As part of our recruitment process we may use AI for initial screening and assisting in evaluating candidate qualifications. All final hiring decisions will be made by our recruitment team.

*Kohl & Frisch would like to thank all applicants for their interest. All applicants who received interviews will receive an update on their application status within **45 days** of applying. We value your interest in joining our team and strive to provide a timely, transparent hiring experience.*

Kohl & Frisch Limited welcomes applications from individuals with disabilities and provides accommodations upon request for candidates taking part in the selection process.