

Eminence Organic Skin Care Digital Experience Coordinator

How to Apply

Please send a cover letter and resume to careers@eminenceorganics.com with 'Application for 'Digital Experience Coordinator' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website www.eminenceorganics.com, Facebook Page www.facebook.com/EminenceOrganicSkinCare and YouTube Page www.youtube.com/user/eminenceorganics.

The Application

Closing Date for applications: Sunday, May 19th at 9pm PST

Competitive Salary, Bonuses, Extended Health Benefits, Wellness Program, Product Discounts and Green Transportation Incentives

Location: West Broadway and Cambie, Vancouver, Canada at Eminence's Central Office

Hours of Work: Monday – Friday from 8am – 4:30pm

Our Products

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic[®] skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

Our Company

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today.

Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)[®], recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year.

Our Core Values

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

Role Summary

Eminence Organic Skin Care is looking for a Digital Experience Coordinator who is passionate about skin care and wellbeing. The Digital Experience Coordinator knows how to use digital marketing best practices and web analytic insights to enhance Eminence Organics' digital presence. The Digital Experience Coordinator will work closely with both the Digital Experience team and cross-departmentally to provide support all users and contributors of our corporate websites: www.eminenceorganics.com, www.eminencekidsfoundation.org and www.eminenceorganicfarm.com. The Digital Experience Coordinator will also help with other digital experience aspects of the Customer journey and End-Consumer journey.

Reporting and Peer Relationships

The Digital Experience Coordinator reports to the Digital Marketing Team Lead and will work closely with the Digital Experience Team and Marketing & Communications Team as well as other departments throughout Eminence Organics.

Overall Roles and Responsibilities

Duties and responsibilities include, but are not limited to:

Content for Professional Users

There is a specific section (the 'Pro Site') of Eminence Organics' website which is designed for Professional Users in the Spa Industry. Those Professional Users include 3 main audiences: (1) Spas/Customers who have opened business accounts with Eminence; (2) Professionals who are interested in Eminence's business or interested in opening a business account; (3) Eminence's Sales, Education & Marketing teams who have access to internal-use-only sections of the Pro Site. In order to support & enhance the Pro Site:

- Work with the Digital Marketing, Marketing, Sales, Product Development and Education teams to curate and create unique content for the users of our Pro Site
- Work with the Marketing Team to ensure all spa support materials are represented effectively and as intuitively as possible on our websites
- Work with the Digital Experience Team and cross-departmentally to create unique and meaningful online experiences for all of Eminence's Pro Site users
- Maintain a website content calendar that includes start & end dates for the content, promotions and downloadable materials on the Pro Site
- Create, maintain and troubleshoot all user account logins for our Pro Site
- Work with the Digital Experience Team to communicate new features, enhancements and information about our website to Pro Site users

Websites - Content & Functionality

For the Eminence websites, www.eminenceorganics.com, www.eminencekidsfoundation.org, www.eminenceorganicfarm.com:

- Update content to all websites as needed
- Coordinate and manage all website functions for Eminence Organics' New Product Launches including creation of landing pages and product description pages
- Ensure websites are performing optimally and helping to achieve our digital marketing and corporate goals
- Coordinate approval, creation and delivery of digital creative assets with the Marketing and Graphic Design teams for New Product Launches and other Digital Merchandising Events & Promotions
- Coordinate approval, creation and delivery of Search-Engine-Optimized content from Content-writing teams, while ensuring that input is solicited from key stakeholders in other teams as appropriate, including Product Development, Sales, Education, Public Relations and Marketing
- Coordinate and communicate digital deliverables for all Digital Merchandising Events & Promotions (which can include, but is not limited to, New Product Launches, Valentine's Day, Mother's Day, Father's Day, Earth Day) and update the website where needed
- Work collaboratively with the Digital Experience Team to contribute to the digital content calendar
- Work directly with Eminence's Website Development Team to create, test and deploy new features and enhancements to our websites

- Work directly with members of the Digital Experience Team to improve Eminence websites' user experience
- Consider, suggest and implement any impactful ideas to enhance the user experience of Eminence's websites

B2B Ecommerce

- Create new landing pages (and maintain existing landing pages) for B2B sales and promotional periods with the goal of maximizing B2B sales
- Use web analytic and sales data to:
 - Optimize and manage website product categories and the products that live within them
 - Optimize and manage product information page content
 - Increase overall conversion and onsite B2B sales while decreasing bounce and exit rates
 - Create the best possible onsite experience for all of our Customers

General

- Provide coverage for other members of the Digital Experience Team as needed, especially the Email Marketing Specialist
- Perform Other Duties as Required
- Exemplify the Eminence Organic Skin Care Core Values
- Keep commitments and meet deadlines
- Execute development and campaign schedules on time
- Ensure accuracy of facts, grammar and spelling in all content
- Stay informed of best practices and innovation in business and technology
- Utilize appropriate business language in all forms of communication
- Be willing to put in extra time during busy periods and when requested
- Respond to internal and external Customer calls and e-mails within 1 business day

Experience Required

- Post-secondary education in Business or Communications with a Marketing focus or related experience
- Updating Website Content experience – 1-2 years
- Web Analytics (Google Marketing Platform Tools) – 1-2 years
- Digital Marketing experience an asset
- Ecommerce experience an asset
- *HubSpot CRM and Marketing Suite* experience an asset
- Drupal and Drupal Commerce experience an asset
- Copywriting experience an asset
- Digital graphic design experience an asset
- Managing the online distribution of consumer packaged goods an asset
- Skin care industry experience or proven passion in the industry an asset

Skills Required

- Website Management and User Experience
- Understanding online resale policies and legal terms and conditions
- Impeccable written and oral English skills
- Exceptional attention to detail
- Ability to multitask and manage time effectively to meet deadlines
- Ability to work in a fast-paced, rapidly changing environment
- Intermediate-Advanced knowledge of Microsoft Office (Outlook, Word, Powerpoint, Excel)
- Excellent interpersonal and communication skills
- Impeccable proofreading ability
- Working knowledge of HTML and CSS