



227 Industrial Drive, Harbor Beach, MI 48441
Phone: 989-479-0444 Fax: 989-479-9844

We are looking for dedicated, team-orientated, hard-working individuals who want to develop themselves and grow with our company as an E-commerce website administrator. We specialize in Duramax, Cummin and Powerstroke.

The main responsibility for this position will be:

- Generate and update website content (products, content, promotions)
- Work with agencies to build traffic & sales via the website (Webshop Manager, Mail Chimp, e-commerce provider, etc.)
- Plan, define and implement website changes and functional improvements
- Maintain and update the online marketing plan for the website
- Monitor key performance indicators on the website and develop plans to improve them
- Work with advertising companies to build and launch new marketing campaigns
- Develop new social media advertising and communication platforms and maintain each account with new information, media stories, diesel performance related topics, photos, videos, etc.
- Stay educated on the latest website optimization methods and employ those methods on a continual basis

Ideal candidate will have experience in:

- Understanding of the disciplines required to drive traffic to retail websites (ppc, email marketing, link generation, online PR, SEO, offline marketing and PR, affiliate programs, etc)
- Understanding of order management/customer fulfilment in an e-commerce context
- Experience using packages like Excel and Photoshop and other photo and video driven software
- Computer literate and understanding of web technologies (FTP, browsers, basic HTML, data files)
- Familiar with data management
- Previous experience of website or E-commerce business
- Basic understanding of Google products such as Webmaster Tools & Analytics would be preferred
- Open to researching any new methods to promote and generate web site sales
- Some knowledge of mechanical/automotive driven industries is preferred, but the company is willing to educate the right candidate if they are open to learn the diesel performance industry

Please send resume to 227 Industrial Drive, Harbor Beach, Michigan 48441 or email to jenny@dirtyhookerdiesel.com.