



Online Marketing Strategist

About Us

We're growing! Tundra Restaurant Supply is a National leader in the distribution of restaurant equipment, supplies and replacement parts and is based in Boulder, Colorado. The **Online Marketing Strategist** will win and retain long-term customers by providing a best in class experience with quality content, web features, service, and consistent brand and value propositions across all channels and marketing tactics. eTundra.com, the web arm of Tundra Restaurant Supply, has a very aggressive plan for the next 5 years and aspirations of providing a best-in-class and innovative web experience. This is where you come in.

Tundra takes pride in delivering the highest quality products while embracing every possible opportunity to "wow" our customers with service. Most importantly, we are a value based company that creates and maintains long term customer relationships.

Candidates must be eligible to work in the United States.

About the Job

Essential Job functions:

- **Copy Writing:** Establish Content Strategy (e.g. tone, etc.) and train others on expectations around content creation.
 - eTundra.com category, product and content pages.
 - The Back Burner blog articles and content pages
 - Product & category specific landing pages
 - eTundra.com's resource center
 - Various offline writing such as flyers, emails, internal memos, etc....
- **Search Engine Optimization (SEO):** Responsible for long-term SEO strategy and tracking
 - Research and evaluate both head and long tail keyword terms and develop ranking strategy based upon keyword volume, difficulty, and conversion rates
 - Evaluate our link graph and identify & address issues including anchor text optimization, domain diversity, and deep page linking
 - Develop a scalable link building strategy that incorporates multiple tactics, including (but not limited to) guest blogging, link prospecting, content generation & curation, and viral content distribution
 - Perform regular competitive intelligence including link graph analysis, SERP profile analysis, social media share of voice analysis, and link building & content tracking
 - Evaluate and address macro site-wide optimization issues including duplicate content, rel=canonical tags, robots.txt files, faceted navigation, pagination, and internal linking structures
 - Identify, document requirements, and own projects needed to improve SEO performance
 - Work with manager to identify and track against specific financial targets for SEO performance
 - Create and optimize page titles, H1 tags, and on-page content for all pages of our website.
 - Track the positions of our website in the SERPs for our targeted keywords and make enhancements based on those results.
 - Use SEOMoz tools and campaigns to gain insights and monitor efforts

Possible Additional Job functions:

- **Email Marketing:** Responsible for full life-cycle email program
 - Outline life cycle email process for promotional and service related emails, determining various formats: Newsletter, product blast, replenishment, etc.
 - Work with manager to identify and track against specific financial targets for email performance
 - Identify and own initiatives geared toward scaling email list and overall performance
 - Identify and own email testing strategy to constantly tune and improve program results
- **Project and Vendor Ownership:** Work with other team members towards establishing a comprehensive email marketing program.
 - Responsible for various projects/initiatives from beginning to end, working with team to establish priority, creating requirements, checking in on development progress, testing, implementation, and post-launch reporting
 - Responsible for various vendor relationships, maintaining terms, term dates, negotiating improved rates based on volume, keeping abreast of competitors in the those market, tracking overall performance of vendor to ensure its value, etc.

Bringing **MORE** To The Table



Team / Leadership Skills:

- Works effectively both independently and as a member of a cross functional team.
- Uses sound judgment to identify issues and escalates when appropriate.
- Contribute to improvements in processes (technical or business) used in SEO, email and other channels as appropriate.
- Drives focused decisions within specific areas and is a key contributor to decisions beyond specific scope of role.
- Ability to identify key needs or gaps and provide leadership to close those gaps.
- Learns from mistakes, takes action to apply the learnings and provides peer and team wide feedback for those in immediate area of focus.

We're seeking a candidate who possesses exceptional oral and written communication skills with the ability to think strategically. A comfort level with large scale eCommerce sites and several domains a plus.

Professional Skills & Qualifications

- 2+ years experience with SEO & email marketing
- 2+ years web marketing experience with proven results
- Posses excellent writing and grammar skills
- High attention to detail and accuracy
- Knowledge of our products and industry
- Strong computer skills
- Experience with Microsoft Word & Excel

If you think you possess these skills, please respond with a resume, cover letter and desired salary to jobs@etundra.com. Tundra Specialties is an Equal Opportunity employer with a generous benefits package including Medical, Dental, Life and Long Term Disability. Most candidates will be eligible for benefits after 30 days of service.

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