



Do you want to bring your web expertise to a team ready to stand out? Are you interested in contributing to SPYPOINT's brand visibility on the web?

**Performance, innovation, and family** are words that mean something to you and inspire you?

We have what you need as we are currently looking for a Website Manager for our SPYPOINT division.

The Techno-X Group and its companies are inspired by the desire to surpass themselves and push the limits. We are revolutionizing the fields of security, technology, customer service, and outdoor activities, thanks to our innovative products and services.

**Your mission:**

- Align all web activities (web layout, site navigation, custom tools, promotional activities, web contests, etc.).
- Work in collaboration with the business line on all decisions related to digital business strategy (marketing, content, graphics, customer service, sales, operations).
- Develop and manage roadmaps for execution; work with internal and external partners for website and web application initiatives.
- Prioritize incoming stakeholder requests based on business objectives and user experience.
- Provide expertise in reaching digital channels' web session growth goals by implementing appropriate tools and partnerships.
- SEO development and optimization.
- Take part in off-page optimization projects (e.g.: link building).
- Generate optimization tests (A/B, etc.), analysis, and recommendations to increase online and in-store sales.
- Analyze the performance of offers, promotions, and product categories to propose optimizations.
- Participate in and oversee quality monitoring (QA) of the site and content, including downloading tests: visuals, links, texts, UX, etc.
- Oversee the maintenance and daily issues of the site with the digital IT team.
- Oversee the graphic design and posting of promotions and new products on the site.

**Requirements:**

- Minimum of 3 to 5 years of experience in e-commerce and/or marketing analytics.
- Undergraduate degree in e-commerce, marketing, communications or related field.
- Strong knowledge of digital marketing (SEO, digital campaigns, etc.).
- In-depth knowledge of website and web platform development process.
- In-depth knowledge of traditional e-commerce KPIs.
- Excellent understanding of web design and web analytics.



## BEGIN THE **VOSKER** ADVENTURE NOW!

- Ideally, familiarity with e-commerce platforms (Stripes and Woo Commerce), Google.
- Knowledge of Analytics, Heat Maps and CMS.
- Knowledge of A/B testing, conversion management, online customer journey optimization, traffic analysis, and reporting tools.
- You are a creative, yet passionate, self-sufficient, committed, and proactive individual.
- Ability to deliver results with minimal supervision.
- Bilingualism (French and English) spoken and written, essential.

### **Why you should choose the Techno-X Group?**

- First of all, a work environment where family, innovation, and performance are valued!
- A work-life balance.
- Schedule flexibility for early and late risers.
- No traffic, you can work directly from home.
- A 24/7 free access to online doctors.
- A diversified company with a variety of challenges: you can't get bored.
- A group insurance, because we want to take care of our people.

**It is now your turn to tell us about yourself. All you have to do is apply!**