



TURF CARE
Helping your business grow.



eCommerce Administrator and CRM Support

About Us

Join Turf Care and discover an engaging work culture, with an award-winning organization where you can learn and grow to your full potential.

Turf Care's foundation and success has been built on strong relationships and the talent, knowledge, and quality of our team. We are committed to the support and growth of our employees and fostering a culture that offers challenging, stimulating and rewarding opportunities.

For almost fifty years, Turf Care Products Canada, a privately owned Company, has been the leading distributor of best-in-class equipment, irrigation products and service to golf courses, municipalities, and landscapers. Turf Care is proud to have been named one of **Canada's Best Managed Companies** for four consecutive years, becoming a **Gold Standard Winner**. For more information on who we are and what we do please visit our website: www.turfcare.ca

About the Opportunity

Turf Care Products Canada, conveniently located in Newmarket, Ontario near the intersection of 404 and Davis Drive, is currently seeking an **eCommerce Administrator and CRM Support Specialist**. Under the direction of the ERP Manager and Marketing & Communications Director, the primary responsibilities of this role include the support and optimization of our online store as well as the support of a new CRM (Customer Relationship Management) System.

Primary Responsibilities

eCommerce Support & Administration

- Maintain and enhance product data including sourcing, compiling, categorization, and consistent formatting of product information and imagery for upload into our Magento Ecommerce Platform (including names, SKUs, descriptions, product attributes, meta data, photos, etc.)
- Assist with set up of new products as requested by Parts/Customer Service Dept. and Purchasing
- Approve, set up, and configure new users in Magento including liaison with Customer Service and Accounts Receivable departments
- Provide online account troubleshooting and support to customers and Customer Service representatives, including email and phone support
- Manage Magento email templates
- Assist with the implementation of SEO best practices to improve search engine rankings and organic visibility
- Support the execution of ecommerce strategies to optimize the customer experience, increase conversion rates and maximize sales (including online merchandising, upsell/cross sell features, tagging related products, automated recommendations, and A/B testing)
- Assist with testing validation of new and existing site functionality and submission/tracking of support tickets to our Website Development partner as required

CRM Support

- Participate in Salesforce CRM system training and stay abreast of updates by taking advantage of future education opportunities
- Support the team as required by participating in iterative testing during system implementation and future updates
- Perform bulk data imports as needed and assist in maintaining data integrity
- Assist with the planning and facilitation of staff training and support during system rollout and with future updates, including development of training materials/user documentation
- Manage user accounts and assist with onboarding new staff
- Assist in identifying, diagnosing and resolving user issues promptly, as well as monitoring user adoption rates and providing additional support as needed
- Assist with the creation of custom reports, dashboards, and processes under leadership guidance
- With appropriate training, assist with basic application configurations such as validation rules, user roles, workflows and approval processes
- Ongoing support of future CRM development initiatives as assigned by leadership

Skills

- Excellent organizational and problem-solving skills with high attention to detail
- Self-starter with the ability to work both independently and within a team
- Strong written and verbal communication skills with the ability to communicate professionally and effectively with both customers and other team members within the organization
- Technically adept with the capacity to grasp and learn new technologies quickly and independently
- Proactive – takes initiative and anticipates challenges and opportunities
- Easily adaptable to changing priorities and schedules
- Enthusiasm around implementing technical solutions that make Turf Care employees more efficient

Qualifications

- Minimum 2 years of experience working in a similar Ecommerce or CRM support role
- Fluent in English, both written and verbal (French speaking considered an asset but not a requirement)
- Proficient in Excel and managing large data sets
- Adept with MS word, outlook, etc.
- Previous experience working with an Ecommerce system and Web Content Management System (CMS) required
- Experience with an ERP system considered an asset
- Some previous experience working with a CRM (Salesforce or other) would be beneficial

We thank all those who have applied, however only the selected candidates will be contacted.

Turf Care Products Canada Limited is committed to providing a barrier-free work environment in concert with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, Turf Care Products Canada Limited will make accommodations available to applicants with disabilities upon request during the recruitment process.