



Job Posting

Job Title: Category Expert (Kitchen)
Status: Full Time
Reporting to: Digital Experience Manager
Location: Ottawa, ON

About Lee Valley:

Since 1978, Lee Valley has recognized that woodworking and gardening are not just hobbies, but are for many a lifestyle choice. Lee Valley Tools enjoys a proud 40-year history of providing high-quality woodworking, gardening, hobby, hardware, gift and seasonal merchandise to customers worldwide. Our customer service is renowned. We pride ourselves on providing quality in all products, whether developed and manufactured internally or sourced elsewhere.

A position at Lee Valley is more than just a job – we honor the time and dedication that our people give by providing sustained and meaningful employment and we strive to provide an environment where learning and development are encouraged.

Opportunity:

Lee Valley is seeking a Category Expert for a permanent/full-time opportunity. Under the direction of the Digital Experience Manager, the Category Expert will have overall responsibility for merchandising the category specific products online and in print, as well as consulting and advising other teams and departments.

Key Responsibilities:

- Conducts on-going industry and competitive analyses (external data) related to assigned product categories to identify actionable insights
- Works closely with Marketing Planning, Product Development, Data Analysts and UX Designer (internal data) to identify actionable insights
- Responsible for new product taxonomy, item associations and keywords
- Collaborates with other departments on product merchandising for print and digital materials
- Liaises with UX designer, Marketing Technologist and others to ensure the products can be found, filtered, selected or suggested in a user-friendly and enticing way

- Provides all necessary product information, other complementary products or suggestions to optimize the conversion rate and average order value
- Determines the positioning of a product category to maximize visibility

Knowledge and Skills:

- Extensive and thorough category knowledge is required: market and consumer trends, seasonality, products, etc.
- 3-year college diploma or 1-2 years of college plus additional specialized training
- 2+ years of merchandising experience would be a plus
- Personal interest/experience in cooking and baking a plus
- Understanding of websites and their functionality: CMS platforms experience a plus
- The Category Expert must be analytical and practical to manage the numbers part of his/her job effectively. A successful Category Expert also needs to be intuitive and personable to manage the people part of the job. Skills and experience in web content management would be a great asset.
- Strong independent decision-making skills
- Exceptional organizational, planning and problem-solving skills
- Manages projects, juggles multiple priorities in different stages of completion and works under tight deadlines
- Strong organization and communication skills (both written and verbal)
- Evaluates and makes appropriate recommendations to further increase Lee Valley's category market penetrations, sales and profitability
- Possesses the skill set to analyze a product category for competitive positioning and marketing or promotional opportunities
- Ability to understand not only a product's features but its applications/uses and how to best market it

Interested in joining the Lee Valley Team?

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