



JOB DESCRIPTION

Job Title: Webmaster/E-Commerce Website Administrator		ADP Dept. Code: 105300
Department IT Department		Position Reports to: Executive Team
FLSA Status: Exempt	Salary Grade:	Date Revised: 6/15/2026

STATEMENT OF PURPOSE: (Job Summary)

The Webmaster / E-Commerce Website Administrator is responsible for the day-to-day management, maintenance, and optimization of the company's e-commerce websites and digital marketing platforms. This position ensures our websites operate efficiently, provide an exceptional customer experience, and accurately reflect current products, pricing, promotions, and company initiatives. The role serves as the primary liaison between the company and third-party website and marketing vendors, including Zoey, Shopify, and Klaviyo. The Webmaster will report to the Executive Team.

KEY SUCCESS FACTORS:

- Maintains highly accurate website content and pricing.
- Quickly identifies and resolves website issues.
- Proactively monitors websites to prevent customer-impacting problems.
- Successfully coordinates with vendors to resolve technical issues.
- Continuously improves website usability and customer experience.
- Contributes to increased website traffic, engagement, and online sales.

SKILLS/QUALIFICATIONS:

- Experience managing e-commerce websites and online product catalogs.
- Experience with Shopify, Zoey, Klaviyo, or similar website and email marketing platforms preferred.
- Strong troubleshooting and problem-solving skills.
- Excellent organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines simultaneously.
- Strong written and verbal communication skills.
- Proficiency with Microsoft Office and common web-based applications.
- Basic understanding of SEO, website analytics, and e-commerce best practices preferred.

JOB DUTIES:

Website Management

- Manage and maintain company websites hosted on Zoey and Shopify.
- Add, update, and remove products, categories, images, descriptions, pricing, and content.
- Create and manage website promotions, sales events, banners, and featured product campaigns.
- Ensure all website content is accurate, current, and consistent with company standards.
- Monitor inventory displays, product availability, and website functionality.
- Remove discontinued products and outdated content in a timely manner.

Website Monitoring & Troubleshooting

- Review websites daily to proactively identify issues affecting functionality, user experience, pricing, checkout, navigation, or product visibility.
- Investigate and resolve website errors and customer-reported issues.
- Coordinate with Zoey, Shopify, and other third-party vendors to troubleshoot technical problems.
- Test website updates and new features prior to implementation.
- Monitor website performance and recommend improvements.

Email Marketing & Customer Communication

- Manage email and SMS marketing campaigns through Klaviyo.
- Build, schedule, and deploy promotional emails, newsletters, automated workflows, and customer communications.
- Maintain customer segments and mailing lists.
- Monitor campaign performance and recommend improvements to increase engagement and conversions.
- Coordinate marketing efforts with internal departments and external partners.

Vendor & Partner Management

- Serve as the primary point of contact with Zoey, Shopify, Klaviyo, and other website-related vendors.
- Open, track, and follow up on support tickets and enhancement requests.
- Communicate system issues, updates, and project status to management.
- Stay informed regarding platform updates, new features, and industry best practices.

Website Optimization & Continuous Improvement

- Analyze website performance, customer behavior, and user feedback to identify opportunities for improvement.
- Recommend and implement enhancements that simplify navigation, improve usability, and increase online sales.
- Identify opportunities to automate processes and streamline website maintenance activities.
- Assist in developing strategies to improve customer experience and operational efficiency.

Reporting & Documentation

- Maintain documentation of website procedures, workflows, and vendor contacts.
- Provide regular reports on website performance, promotions, email campaign results, and identified issues.
- Track and document website changes and updates.

WORK ENVIRONMENT:

This job operates in a clerical environment with casual dress attire. This role routinely uses standard office equipment such as computers, phones, photocopiers, and fax machines.

PHYSICAL DEMANDS:

Visual acuity, speech, hearing, and hand and eye coordination required. Manual dexterity required to operate a computer keyboard and basic office equipment. Subject to long periods of sitting with repetitive use of hands, fingers, wrists. Must be able to lift up to 10 lbs., bend, stoop, kneel, twist, and reach.

By my signature below I indicate that I have received a copy of my job description and reviewed these job requirements and functions. I verify that I understand and can perform the duties described or have given notice of accommodations. I understand that this job description may change from time to time based on needs and requirements of job, department and/or facility. It is also understood that this is not a contract of employment and the job description is not all-inclusive and you may be required to perform other related duties as may be assigned.

Employee Signature: _____

Effective Date of Current Position: _____