

Ecommerce and Technical Content Coordinator

The Robert Axle Project (RAP) and Old Man Mountain (OMM) are growing bicycle component companies in Bend, Oregon, with the mission to “inspire adventures by bike.” We’re a tight team, get a lot done and have fun while we’re at it. Our success is rooted in the integrity of our product, and in our relationships with our customers, employees, partners, suppliers and peers in the bicycle industry.

We are seeking a full-time Ecommerce & Technical Content Coordinator. This is an hourly, Monday-Friday position located on site at our facility in Bend, Oregon. This position reports to the Marketing Director, and will work closely with customer service, marketing, and product development.

Key Responsibilities:

1. Increase website traffic and e-commerce sales on the RAP and OMM websites, by owning the product catalog and content for both websites and overseeing management and optimization of the sites to ensure they are user-friendly with strong conversion rates, decreased bounce rates and seamless customer experiences.
 - Work with marketing team to plan, implement and track paid search, social media and other digital advertising over a variety of platforms to drive e-commerce traffic and sales.
 - Maintain web and product page content within best SEO practices - SKUs, descriptions, pricing, copy, images, videos, specs, stock statuses, notifications, and formatting.
 - Enhance UX related to navigation, product discovery, product pages, and check-out, collaborating with marketing or development teams to resolve them.
 - Manage site and plugin updates for sites and help maintain work-log documentation.
 - Monitor and fix sites for broken links, missing images, formatting, and other issues.
 - Develop, track and report on ecommerce data analytics and use data and customer insights to refine product positioning and improve clarity, flow and conversion.
 - Help the marketing team define complex product data structures and build product “finders” or “configurators” as needed.
 - Work with web developers as needed to get the work done.
2. Support the customer service team with technical online content and printed packaging and instructions.
 - Identify and coordinate the creation of instructional and technical content for both brands, giving potential and current customers clear and complete information about all of the products and how they work.
 - Work with staff photographer and videographer to ensure we have optimal visual assets for instructional and technical content. *This is NOT a photographer or videographer role, but you will coordinate with that team to deliver what is needed.*
 - Review, write or edit written instructions and plan, facilitate and add instructional videos,

installation videos and tips and tricks videos for all products. Create and maintain systems for updating digital and printed instructional materials.

- Create and maintain customer-focused FAQs, Wikis, blog posts and product guides for all products, with SEO best practices in mind.

Essential functions include:

- Sit or stand at a desk, use a computer, mouse, monitors and keyboard for most of your work day.
- Lift up to 30 pounds at a time.
- Travel occasionally for events or special projects.

Why you might be the right fit:

- You must be a bike nerd for this position and be able to understand the nuances of bike components, fitments, use cases and different styles of riding – mountain biking, gravel biking, bikepacking, bike touring, road riding, e-bikes and more.
- You have at least 3 years of experience with website management, ecommerce, digital merchandising, product content management or technical content role, preferably in the bike or outdoor industry.
- You have experience with Shopify and/or WooCommerce platforms.
- You know and understand current SEO practices and SEO tools and analytic platforms.
- You can use all Google products, Slack, Dropbox, and other business software. Experience with Fishbowl Inventory and Notion a definite plus.
- You are detail oriented with a strong focus on accuracy and consistency.
- You have excellent organizational and communication skills and the ability to manage multiple projects and deadlines.
- You are very comfortable working in a fast-paced, cross-functional, product-driven environment.
- **Nice to have:** HTML and CSS experience. Graphic design experience in Adobe CS. Project management experience.

Do our values align with yours? We do business by:

1. Learning and embracing change.
2. Building a better experience, one relationship at a time.
3. Striving to exceed expectations in everything we do.
4. Taking action, hustling, and having fun.
5. Encouraging and embracing an open and honest working environment.

Compensation + Benefits:

- Starting wage: \$27/hour.
- Paid sick leave and paid vacation time.
- Eight paid holidays.
- Company paid medical and vision insurance.
- Employer matching 401k plan
- Bike parts stipend and access to discounted bike parts.
- Occasional taco lunches!

Interested? Send a cover letter and resume to katy@robertaxleproject.com