



Come Grow with Us!

Director of Digital Parts & eCommerce- Ontario

HJV Equipment is a growing agricultural equipment distributor in business for over thirty years. Our vision is twofold and integrated: to become the premier specialized agricultural equipment distributor in the world, and to successfully train and develop our employees; enhancing their lives by providing them a rewarding and challenging work environment. HJV provides opportunities for exciting careers in a fast paced, technologically advanced industry with an industry leader. We are looking for talented individuals to join our team.

We currently have an opportunity for a Director, Digital Parts & E-Commerce who is responsible for defining, executing, and scaling the organization's digital strategy for aftermarket parts, accessories, and online commerce. This leader drives measurable revenue growth, customer experience excellence, and operational efficiency across all digital channels. The role involves strategic vision with hands-on execution, overseeing digital product management, e-commerce operations, merchandising, pricing, digital marketing, and customer experience. This position reports to the Vice President Aftermarket.

Job Description:

- Exemplifies and promotes HJV's core values: *Respect for Others, a Spirit to Serve and Continuous Improvement.*
- Understands HJV's Vision and how this role can assist in achieving it.
- Establish the strategy and plan to develop a cutting-edge eCommerce digital platform, including the selection of the best technology
- Develop pricing and channel strategy, develop operations and fulfillment process
- Develop plans for growth and customer acquisition to build traffic and sales
- Ensure internal and external alignment working with vendors and suppliers, Aftermarket, Sales, IT, Marketing, Finance
- Oversee daily operations of all digital commerce platforms, ensuring up time, accuracy and a seamless buying experience
- Manage product catalog integrity, including data quality, fitment accuracy, imagery, and technical documentation.
- Drive continuous improvement in site performance, search functionality, checkout flow, and mobile experience.
- Partner with IT and external vendors to enhance e-commerce platforms, integrations, and digital infrastructure.
- Lead ongoing roadmap planning for new features, system upgrades, and digital capabilities.
- Use data to drive decision-making across pricing, inventory availability, customer behavior, and digital marketing performance.
- Utilizing AI knowledge to determine it's adoption and integration into our systems
- Monitor key metrics such as conversion rate, traffic, customer acquisition cost, fill rate, and digital revenue growth.
- Provide senior management reporting and insights to guide strategic decisions

- Ensure data governance, cybersecurity compliance, and platform scalability.
 - Displays high quality of workmanship and professional image at all times.
 - Ensures adherence to all parts policies and procedures
 - Ensures all employees adhere to Health & Safety policies and applicable legislation including working in a safe manner at all times. Acknowledges employees for safe work practices and promotes a behavior based safety culture
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Requirements:

- Excellent leadership and management skills (influencing, coaching, accountability, conflict resolution)
- Strong interpersonal skills/communication
- High level of integrity and confidentiality
- Bachelor's degree in business, Marketing, Engineering or related field
- 7 – 10 + years of experience in e-Commerce or digital product management and AI
- Proven track record of developing and executing an organizational digital strategy and eCommerce business
- Experience in automotive, heavy equipment, industrial parts, or similar sectors is an asset

If you are interested in joining a company with a family culture, committed to employee development, we'd like to hear from you. We offer a competitive benefits package including Health, Dental, LTD, Life, Extended Health Care, Registered Retirement Savings Plan, Employee Assistance Program, Discount Program and other perks. For more information on HJV Equipment please visit www.hjvequip.com.



To apply for this opportunity, please forward your resume to hr@hjvequip.com. Accommodations are available on request for candidates taking part in the recruitment process. At HJV Equipment we are committed to fostering an inclusive, accessible work environment. We offer accommodation for applicants with disabilities as part of our recruitment process. Thank you for your interest in HJV Equipment!