



Position Title: E-commerce Specialist
Reports to: Director of E-commerce

Date: June 2020

PRIMARY OBJECTIVE OF POSITION

The E-commerce Specialist will be responsible for executing the online strategy across all Pure Play accounts & the Direct to Consumer business. He or she will also be involved with managing cross-functional responsibilities that include deploying and optimizing online content, making actionable insights from customer sales data, assisting with monthly inventory forecast submissions and managing multiple digital marketing programs. This person will gain a clear understanding of the brand positioning and desired consumer segments in order to adapt their approach to best serve the interests of our external and internal partners.

MINIMUM QUALIFICATIONS (Experience, education, certifications, general knowledge, skills and abilities.)

Education:

Requires Bachelor's degree in Business, Marketing, Management or other related study

Years of Related Experience:

- 4+ years of digital experience in branded consumer goods, wholesale business is a plus
- Proficient in Amazon Vendor Central
- Experience working in Shopify
- Knowledge of how to build branded experiences within retail websites and how to optimize item level content.
- Strong understanding of SEM & SEO strategies
- Familiarity with the inventory planning process in order to align with future customer demand
- Proficient in Excel (pivot tables, lookups, data extraction)

Essential Functions (Fundamental duties necessary to achieve the objective of the position)

- Experience in retailer vendor portals for setting up new items and retrieving sales data
- Able to analyze trend data & provide investment recommendations that support the digital strategy
- Working alongside with demand planners to improve forecast planning accuracy
- Continually monitor online consumer sentiment in an effort to optimize & refine our messaging
- Create and maintain a customer dashboard that includes sales performance, current activity & other relevant information

Specific Requirements of the Position (Knowledge, skills and abilities to perform the functions)

Personal qualities of integrity, credibility and commitment

Remain current with online consumer behavior trends & what influences their purchase decisions

Strong oral and written communication skills

Strategic and analytical thinker with superior problem-solving skills

Demonstrated ability to work cooperatively with all levels of staff

Mental Requirements

Solid knowledge of eCommerce business processes and practices; good analytical, decision making and problem skills

Basic understanding of financial calculations & profitability analysis

Independent work ethic

Other duties may be assigned accordingly