Job Title: eCommerce Specialist

Reports To: Director of eCommerce

Position Overview:

We are actively seeking an Ecommerce Specialist to enhance our online retail success by leveraging analytical expertise to dissect and interpret data related to ecommerce operations. The Ecommerce Specialist will analyze key performance indicators, market trends, and customer behavior, and provide actionable insights that drive strategic decision-making. This team member will collaborate with cross-functional teams and ensure alignment of ecommerce strategies with broader business objectives. The Ecommerce Specialist will also play a role in A/B testing and experimentation, that supports the optimization of website features, product listings, and promotional efforts to maximize sales and improve user experience. With a keen eye for detail and a commitment to staying abreast of industry developments, the Ecommerce Specialist is instrumental in navigating the dynamic landscape of digital commerce. If you excel at making informed content-related decisions, deciphering eCommerce metrics, leading high-performance teams, and are conversant with the intricacies of the Amazon platform, we welcome your application.

Key Responsibilities:

- Utilize analytical tools to gather, interpret, and analyze data related to ecommerce performance, customer behavior, and market trends.
- Monitor and report on key performance indicators (KPIs) such as conversion rates, customer acquisition costs, and revenue growth to assess the effectiveness of ecommerce strategies.
- Stay informed about industry trends, competitor activities, and customer preferences to provide insights that inform strategic decision-making.
- Analyze customer journey data to understand user behavior on ecommerce platforms, identify pain points, and recommend improvements to enhance user experience.
- Develop actionable insights and recommendations based on data analysis to optimize ecommerce processes, increase sales, and improve overall business performance.
- Liaise with other departments, providing strategic support and insights on eCommerce-related projects and initiatives to drive cross-functional alignment.
- Implement A/B testing and other experimentation methods to optimize website features, product listings, and promotional strategies.
- Prepare and present regular reports to stakeholders, highlighting key findings, trends, and performance metrics.
- Stay apprised of the latest best practices on Amazon and implement them to optimize our brand presence and drive online sales.
- Troubleshoot and resolve technical issues with product listings across eCommerce channels to ensure optimal performance and drive sales.
- Create and manage cases with Amazon Support to resolve content issues, improving the quality and accuracy of our listings and ensuring compliance with Amazon's policies.
- Implement Brand Enforcement strategies to correct incomplete and inaccurate content on product detail pages, strengthening our brand identity and increasing customer trust.
- Monitor the catalogs across eCommerce channels for problems related to content display, identifying and correcting issues quickly to improve the customer experience.
- Maintain a record of inter-departmental support requests and a prioritized workflow, collaborating effectively with cross-functional teams to deliver exceptional results.
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- Maintain product information in NetSuite relative to Amazon listings to ensure inventory accuracy and data consistency.

Qualifications:

- Proven experience (minimum 3 years) in data analytics, preferably within an e-commerce environment, specifically on Amazon.com.
- Proven experience in data analysis tools and techniques with the ability to extract actionable insights from large datasets.
- Exceptional written and verbal communication skills to convey complex analytical findings in a clear and understandable manner to non-technical stakeholders.
- Strong understanding of Amazon Seller Central, A9 algorithm, and Amazon's guidelines and best practices.
- Proficiency in SEO techniques and tools for keyword research and optimization.
- Proficiency in Microsoft Office with expert skill level and consistent use of Excel.
- Proficiency in ecommerce analytics tools, business intelligence platforms, and relevant software applications.
- Bachelor's degree in Marketing, Business, Economics, Statistics, or related field preferred.
- Familiarity with NetSuite or similar ERP systems.