

Position Profile:

This position is responsible for providing dedicated support related to the upkeep and expansion of CURIO's marketplace presence. In addition to the daily operations of maintaining our marketplace presence, the Marketplace Specialist will assist in the strategizing and implementation of marketplace initiatives for all brands to help achieve the company's annual marketing and sales goals.

The Marketplace Specialist is responsible for supporting and executing the day-to-day projects and activities surrounding assigned brands in the Amazon online marketplaces with possible future expansion to others. The Marketplace Specialist works cooperatively with Digital Team, Brand Team, Design & Innovation, Sales, and Operations teams to implement the annual Marketplace plan. This position will also support new product launch products, seasonal promotions, and advertising campaigns in the assigned marketplaces.

Work Responsibilities:**Executing Marketplace Operations:**

- Create, curate, and manage all day-to-day marketplace content and product listings.
- Monitors and responds to product reviews and product Q&A in conjunction with Customer Experience team.
- Aid in conceptualizing and responsible for execution of content for marketplace storefronts, posts, and other promotional elements.
- Monitor and improve organic rank of product listings.
- Create and maintain marketplace product promotion calendars.
- Interface with third-party vendors and ad platform account management teams to promptly resolve technical and operational issues related to marketplace accounts and product listings.
- Manage, optimize and fix listings for online marketplaces (i.e., Amazon, eBay, and Walmart).
- Interpret product errors and find and/or recommend solutions to improve future product data quality.
- Research best practices, rules, and guidelines for multiple marketplaces and apply knowledge to listings.
- Routinely audit general health of marketplaces and recognize areas of improvement.
- Where available from partner, manage and optimize digital ads or product positioning options to maximize revenue and balance marketing cost of sale.

Collaborate on Marketplace Strategies & Tactics

- Develop marketplace content in conjunction with cross-functional teams.
- Partner with commercial teams to plan marketing campaigns that leverage creative assets and increase revenue.
- Assisting in forecasting of marketplace sales and internal demand to drive growth and meet company objectives.
- Collaborate on long-range objectives for brands' marketplace presence.
- Coordinates and partners with internal or external agencies to execute marketplace objectives and to promptly resolve technical and operational issues related to marketplace accounts and product listings.
- Produce and distribute reports, share key drivers of positive or negative trends, and track progress on KPIs.
- Identify and communicate emerging industry trends, tools and application within Amazon's markets.
- Run requested reports and draw conclusions from data to aid management in determining marketing direction.
- Have a comprehensive understanding of brand, product offerings and competitive landscape and monitor marketplace trends

Marketplace

- Comprehensive project management and execution of product listings on Amazon and other marketplaces.
- Forecast, plan, and optimize marketing campaigns for assigned brands.
- Continuously learning and staying up to date on Amazon's ever-changing offerings.
- Contribute to identifying new and improved workflow processes relating to the marketplace team efficiency.

- Tracking, reporting, and measuring KPIs while being able to formulate actionable insights on a weekly and monthly basis.

Other

- Collaborate and contribute to digital marketing team activities, including, but not limited to email marketing, PPC advertising, content creation, copy writing and editing, user experience optimization, QA testing and website maintenance.
- Document processes and coordinate, create, update and test job-related standard operating procedures

Administrative:

- Maintain marketplace revenue performance against forecast.
- Maintain advertising performance and expense reporting against actuals.
- Monitor and address daily tasks related to marketplace account health and suppressed products.

General Responsibilities:

- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement. I Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follows all safety guidelines and policies. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean, safe, and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other work as assigned.

Minimum Qualifications:

- Associate Degree or equivalent experience
- 1-2 years of consumer marketing or packaged goods experience
- Experience with Amazon Seller Central and understanding of Amazon best practices, listing creation, listing optimization, search terms research & analysis.

Computer and/or software qualifications:

- Basic level of proficiency in Word, Outlook, Power Point
- Intermediate level of proficiency in Microsoft Excel

Core Competencies:

- Ability to work independently and in a team setting against tight deadlines.
- Ability to organize and prioritize several tasks and ensure on-time completion
- Ability to deliver effective written and verbal presentations
- Ability to research, report and analyze data
- Strong numerical analysis skills
- Excellent interpersonal skills, clearly and efficiently communicate to other employees, vendors, and partners in written and spoken English
- Ability to prioritize and perform multiple tasks to respond appropriately to constant change in priorities and services as directed by Design & Innovation & Marketing Teams and/or Senior Leadership Team.
- Maintain and protect proprietary company information

Preferred Qualifications:

- Additional years' consumer marketing or packaged goods experience
- Experience in the B2C marketing of product on in omni-channel environment
- Knowledge and affinity for fragrance in general and personal care and home fragrance product specifically
- Experience writing copy for marketing materials and website product listings
- Experience working with online content management systems, analytics tools, or other digital marketing technologies
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Ability to quickly learn and put into practice new systems or tools
- Strong skills in proofreading and/or copy editing.
- Ability to produce written communication with internal and external customers requiring a high level of professionalism and attention to detail
- Excellent organizational and time management skills
- Ability to successfully handle difficult situations
- Strong and professional communication and correspondence skills
- Ability to work independently with little supervision
- Ability to prioritize work assignments and meet tight deadlines

Travel Requirement: Less than 5%

Working Environment and Physical Demands:

- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels.
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.

*** Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*