Position Profile:
The E-commerce Merchandising Specialist reports to E-commerce Manager and plays a key role in supporting the growth of the CURiO brands. This role will support increasing conversion through the optimization of promotions, product merchandising, onsite search, and other merchandising opportunities. The ideal candidate will have a retail and ecommerce background and the ability to be flexible and solutions-oriented in a fast-paced environment.

Core Responsibilities:
- Assist in the day-to-day operations of Thymes.com, Capri-Blue.com, Curiobrands.com and all other digital properties
- Create, audit, update and remove digital content ensuring consistent, relevant information included but not limited to products and landing pages
- Set up and administer promotions
- AB testing of promotions or content
- Assist in proofing and testing all digital functionality, report problems and take action to correct
- Participate in executing digital initiatives and cross-departmental projects
- Implement approved digital content as directed
- Proof and edit copy for online content
- Audit sites daily for optimization, review in-stocks and execute needed updates
- Review onsite search behavior to gain an understating of keyword queries and, manipulate products and/or pages to drive conversion
- Monitor product recommendations for relevance; manage increased exposure or suppression of products
- Data entry and documentation for digital needs and reporting
- Maintain online resources and databases

Resource for Ecommerce Customer Service
- Investigate website issues and questions
- Assist with customer service for digital interactions
- Keep Customer Service informed of upcoming digital promotions and activities

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. l 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 polices. 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
- Associates Degree or equivalent work experience
- One year experience in ecommerce administrative support
- Ecommerce platform experience

Computer and/or software qualifications:

- Basic Proficiency in Microsoft Excel, Microsoft Word, Power Point
- Knowledge of basic principles of HTML/CSS
- Knowledge of basic principles of Bootstrap
- Experience working with online content management systems, email application tools, analytics tools, or other web-based technologies

Core Competencies:
- Strong skills in proofreading and/or copy editing, eye for details
- Ability to quickly learn and put into practice new systems or tools
- Ability to be adaptable, flexible, and proactive
- Excellent organizational and time management skills
- Ability to successfully handle difficult situations
- Strong and professional communication and correspondence skills
- Ability to maintain and protect company proprietary information
- Ability to work independently with little supervision
- Ability to prioritize work assignments and meet tight deadlines

Preferred Qualifications:
- Bachelor's Degree (marketing, digital retail, merchandising)
- Proficiency in HTML/CSS
- Proficiency in Bootstrap
- Basic proficiency in design and production software; most current Adobe CS (Photoshop, InDesign, Illustrator, Bridge, Acrobat Distiller, Flash, Dreamweaver) as well as all industry standard software
- Experience in Analytics tools (GA, Adobe)

Preferred Competencies:
- Ability to analyze date, anticipate trends and provide recommendations

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 or home 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.*