

**Position Profile:**

The Amazon Manager is responsible for the Amazon 3P business, partnering with external agencies to operate and run marketing campaigns and partner internally with operations and demand planning to own the forecast for the business. One of the first priorities for this role will be to lead the project to bring Amazon FBA in-house.

**Strategic planning and implementation**

- Develop and lead the implementation of annual Amazon sales and marketing plan
- Collaborate with Digital, Marketing, Sales and external teams to develop Amazon marketing calendars and sales initiatives to drive revenue and amplify brand awareness
- Identify marketplace and competitive trends and collaborate with Senior Director of Digital & Ecommerce to develop strategic initiatives to drive awareness and revenue
- Responsible for building, owning/managing expense budgets
- Develop and oversee Amazon advertising strategy, campaign structure, budget allocations and performance

**Annual Sales Plan**

- Revenue planning and forecasting
- Monitor sales progress towards projections and take actions needed to maximize the sales and profitability of Amazon, and drive Amazon demand
- Lead and manage Amazon properties to make data-driven decisions, work toward strategic goals and continually improve performance
- Utilize data to develop recommendations to improve audience engagement and conversion across all touchpoints

**Managing Amazon Content and Marketing**

- Collaborate with digital and brand teams on editorial calendar planning and lead Amazon execution
- Create, manage and optimize digital marketing campaigns across all major Amazon touchpoints, including but not limited to, product pages, Storefronts, advertising, Amazon posts, and affiliate partners
- Oversee execution of brand presence/presentation through all Amazon touchpoints and ensure accuracy, consistency and adherence to brand standards
- Participate in a cross functional team from Marketing, Design & Innovation, Sales, Operations and outside partners in planning and executing commercial initiatives on Amazon, including product launches, promotions, communications and support

**Leading day-to-day operations of Amazon**

- Monitor demand and inventory outlook, participate in S&OP planning and ensure product availability in Amazon channel
- Troubleshoot Amazon marketplace and/or customer issues and partner with appropriate teams to resolve
- Manage project timeliness and coordinate internal and external teams to ensure successful, on-time execution that meets business objectives

**Leadership:**

- Supports CURiO Cornerstones and strives for individual and functional leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Engages in a strong team atmosphere and positive team culture, fostering collaboration across the organization and ensure teams are working cross-functionally to meet CURiO goals.
- Actively participate in and lead by example through all change management initiatives, including proactive communication and support of company initiatives, programs, and policies.

**General Responsibilities:**

- 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 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 duties as assigned.

**Minimum Qualifications**

- Bachelor's Degree in Marketing, Communications or other related field, or equivalent work experience
- Five years' experience with marketplace seller account management (Amazon, Ebay, Walmart, etc.)
- Experience in online marketing, preferably of a personal care/beauty/Home Fragrance brand
- Proven results and experience in E-Commerce
- Experience building teams and processes around Amazon distribution and online presence

**Computer and/or software qualifications:**

- Basic level of proficiency in Microsoft Excel, Microsoft Word, Outlook

**Core Competencies:**

- Strong working knowledge of all aspects of the Amazon sales channel
- Ability to be adaptable, flexible, and proactive, working either autonomously or as part of internal/external teams
- Excellent organizational and time management skills
- Entrepreneurial spirit and self-starter
- Ability to work under constant deadline pressure and manage multiple projects across multiple lines of business
- Ability to communicate and interact effectively with managers, co-workers, customers, vendor and other partners.
- Ability to maintain and protect company proprietary information
- Balance and prioritize competing deadlines

**Preferred Qualifications:**

- Experience with FBM, FBA

**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.*