

AALS E-Commerce Marketing Specialist

Join a team with over 20 years of success in the Lighting Industry! All American Lighting Solutions is seeking an E-Commerce Marketing Specialist to support and drive our rapidly growing ecommerce and digital initiatives.

We currently compete in the Lighting Distribution categories. Our company is building a culture of passionate, resourceful, and empowered agile teams that will help us strengthen our core as well as expand our online growth with new products and new categories through insight, innovation and strong execution.

This role will be responsible for tracking growth strategies for new items and categories by maintaining strong marketing campaigns that deliver optimal ROI, as well as optimizing online SEO content, conducting keyword and competitive research, category management, sku optimization, forecasting, supply chain, reporting and analysis. Additionally, this role will work with appropriate departments on new and existing product changes to ensure all content is complete with required data; in addition to tracking progress of adds/changes/deletes to websites and performing catalog maintenance including description changes, image updates, and item deletions. This position requires the ability to maintain multiple, detailed tasks with urgency and accuracy as well as the ability to prioritize and re-prioritize workload. Collaboration and communication skills are also critical attributes of this role.

KEY RESPONSIBILITIES:

New Item Setup – 10%

- Perform item set up for new items/brand stores on Amazon: item categorization, enhance product titles, product/package dimensions, pricing, images, advanced marketing content-A+ pages, and links.
- Provide keyword research for new product setup for best content optimization.
- Track status of new items and monitor progress until product is fully updated on customer sites.
- Setup products on the Amazon Vine reviewer program and to gain insights on initial product acceptance.
- Work with key internal stakeholders and departments, to communicate strategy and deliver actionable insights.

Content Development & Optimization – 20%

- Develop, maintain and enhance product titles, content descriptions, categorization, and keywords to improve page rank and consumption.
- Actively monitor reviews and customer inquiries to gain insights on product gaps and opportunities.
- Evaluate, create, and track continued improved copy/product images through competitor product/category research, and consumer feedback information, product improvements, and market dynamics.

- Work to understand the product or category needs through discussions with or input from Product Development Managers, Customer Reviews/Questions, Customer Service, etc.
- Work in tandem with internal departments, to write/edit advanced content and creative materials for social media copy that links back to Amazon's product pages to drive further sales demand.
- Troubleshoot Amazon customer product content verifications due to consumer low reviews or complaints.

Marketing/Advertising Services – 20%

- Develop strong product/category sales campaigns utilizing online Best deals, coupon and headline ad promotions to drive profitable sales and meet targeted ROI goals.
- Create copy for headline ads by utilizing keyword search, consumer information and competitor insights.
- Perform Keyword research for top consumer search terms as well as setup min and maximum keyword bids with daily/weekly monitoring to meet expected ROI.
- Make monthly recommendations for ad campaign changes if needed.

3rd Party Marketplace Management – 20%

- Process required to evolve key 3rd party marketplace into a profitable customer channel.
- Develop strong product/category entrance and exit strategies on key 3rd party marketplace sites including item setups, maintenance, promotional campaigns, to drive incremental profitable sales.
- Research and optimize listings leveraging Seller Central and other tools to enhance placement and organic search performance.
- Work with internal forecasting, supply chain and customer service teams to maintain consistent inventory levels.

Reporting & Analysis – 20%

- Pull weekly, monthly, Quarterly and YTD performance data.
- Establish new item sales forecasts and plan existing items sales forecast lifts based on advertising campaigns.
- Develop Amazon reporting summaries, search term analytics and competitive benchmarking and make recommendations to drive business KPIs.
- Execute ongoing analysis to compare past and current sales combined with pricing and competitive factors to achieve target growth.
- Review missed lines and cancelled order reports and work with the internal forecasting and supply chain teams to ensure products in stock position.
- Evaluate customer's bulk buy and cost proposal requests utilizing profit data analysis tool, manage the sign-off process and communicate with key internal stakeholders.
- Manage the channel for errors, alerts, questions and inquiries and resolve with a high sense of urgency.
- Monitor marketplace patterns and trends to support our Amazon growth strategy and make recommendations related to competitive assortment, pricing, content and consumer engagement.

- Engage relationships with other departments that provide and use data.

Operations – 10%

- Be the expert on item creation and Amazon fulfillment requirements as outlined in the Amazon specs to facilitate speed to market and minimize rework/penalties.
- Support the forecasting/inventory, warehouse/distribution and customer service management teams by opening case management requests with Amazon on content, shipments, and chargebacks or A/R disputes.
- Use of Cin 7 Platform for Receiving dispersing Sales Orders as well as inventory tracking.

Job Requirements:

- 1-3 years' experience with Amazon Vendor or Seller Central preferred or 3-5 years' experience in retail eCommerce, online marketing or category insights management.
- Retail Merchandising, Advertising, Business, or related field
- Strong understanding of retail inventory management, sales analysis, and marketing
- Proficient with using Excel for data manipulation and analytics
- Ability to manage the workload & conflicting priorities to meet deadlines
- Self-starter individual, strategic thinker, problem solver with fact based analytics
- Knowledge Google Analytics and Google AdWords preferred
- Positive attitude and strong organizational skills with the ability to work independently