

Brand Manager, eCommerce

(Company Description & Introduction)

The Brand Manager, eCommerce will own how the brand shows up in the digital retail ecosystem. This individual is responsible for ensuring the eCommerce presence remains a source of competitive advantage in building the brand, driving on-line and off-line sales, and assisting in the development of the short and long-term Omni-channel strategy. This position reports to the Senior Manager, eCommerce.

Key Responsibilities:

- Digital Shelf: Create best-in-class eCommerce consumer experience through continuous development and management of premium content, ratings & reviews, product attributes, taxonomy, etc. and identify data-driven insights to improve performance across the complex eCommerce retail ecosystem
- Manage content syndication systems including Syndigo and Salsify
- Retail Media: Lead strategy and execution of impactful digital advertising across retail media platforms; optimize spend to grow sales more efficiently
- Promotional Plans: Partner with sales teams to develop customer promotional plans that capitalize on commercial opportunities within eCommerce / Omni
- Creative Development: Collaborate cross-functionally with brand marketing, design, and sales for strategic advertising and content creation. Lead briefing process to internal and external creative design agencies/partners and ensure project timelines are met
- Channel Development: Build marketing plans to expand sales in emerging channels, including 3P Intermediaries and Pure Play channels, and launch new items in eCommerce including support sell-in story, item set-up, content creation & syndication, generating ratings & reviews, advertising, and promotional support plans
- Business Analytics & Reporting: Continually stay up to date on the latest consumer & shopper insights as well as business dynamics in this rapidly evolving space to identify potential opportunities to grow the business. Provide regular reporting on business performance and KPIs to senior leadership

Qualifications:

- A minimum of Bachelor's Degree is required, preferably in Marketing or business-related field
- A minimum of 5 years of progressive marketing experience, demonstrating strong business analytics and strong attention to detailed required
- Ability to thrive in a fast-paced and customer/market-oriented environment is required

- Strong strategic, analytic, creative and interpersonal skills with a passion to learn the eCommerce environment and be very comfortable with technology and analytics is key