

Marketplace Manager (Amazon)

(Company Introduction & Description)

The Marketplace Manager will be working with our customers, external legal entities, and our internal teams to drive brand value and deliver the best possible customer experience on the Amazon marketplace. This role is part of a sales function with clear metrics for success. A successful candidate will own the online enforcement process and operate/communicate cross-functionally across the organization to deliver results. In addition, a strong candidate can deliver a strong message backed by data and facts.

Responsibilities

- Work with our customers and external legal entity to improve brand value and experience by enforcing quality controls in the marketplace
- Ownership of the marketplace control and brand value process for SBD
- Collaborate cross-functionally with our sales, channel marketing, and category management teams to deliver plans and communications to improve our quality and brand experience for our users in the online marketplace
- Advise our online authorized sellers on our policies and encourage them to grow within these guidelines
- Analyze and develop deep understanding of how our commercial activities affects the marketplace and work with our sales and marketing teams to deliver actionable plans
- Monitor and work with Amazon's Brand Registry to resolve issues
- Monthly communication and/or reports to cross-functional teams and key SBD leaders on progress made
- Have a strong market understanding and associated trends. This includes but not limited to: market share by brand/ retailer, impact of current market conditions, future growth/ declining segments, and over-all global insight and impacts thereof.
- Drive additional special projects on a as-needed basis

Requirements

- Minimum Bachelor's Degree. Preferably in Business, Marketing, or Economics
- Minimum 2 years of experience in a data analytics, sales, or marketing role covering Amazon 1P/3P business with a record of demonstrated achievement
- Familiarity with Amazon's Brand Registry, Seller Central, and/or Vendor Central is a plus
- Experience in managing online marketplace legal enforcement and driving brand value is a big plus
- Knowledge of key Amazon metrics including OPS, LBB, NetPPM, etc.

- Excellent project management skills. A person with strong cross-functional leadership skills is a plus
- Fluent in Microsoft Powerpoint and Microsoft Excel including advanced data manipulation, formulas, and pivot tables
- Results driven and detail oriented with an ability to manage multiple projects