

## eCommerce Site Merchandiser

### (Company Introduction & Description)

The eCommerce/Digital Site Merchandiser will be responsible for driving an optimal online customer experience by analyzing sales and customer data related to (WEBSITE/AMAZON/WALMART/etc.) You will create, maintain and analyze various brand, category and product pages, ensuring merchandising goals and strategies are achieved.

You will leverage analytics to make decisions on overall business strategy for the categories you support and will be accountable for the planning, strategy and taxonomy of merchandise on the site and partnering with the buying, planning, marketing, content, and user experience teams to create and execute the merchandising plan. The Merchandiser will also provide sales/KPI reporting on a scheduled and ad-hoc basis and conduct competitive analyses to identify trends in retailing and E-commerce.

You will drive improvements that will ultimately improve the customer satisfaction, increase sales, traffic & conversion.

### Responsibilities

- Review and execute E-commerce merchandising goals and strategies to achieve sales and gross margin goals.
- Maintain an acute awareness of the business context; including customer intent, competitive pressures, and internal variables (i.e. Merchandise objectives, pricing, site performance, customer experience, etc.).
- Leverage web analytics to understand performance of and customer interaction with site content, such as navigation, categories, product pages, featured placements (including promotions/sales, recommendations) and general online shopping experiences to identify business opportunities and risks.
- Continuously improving customer experience through test and learn utilizing A/B Testing
- Collaborate with and inform the Merchandising and Digital Marketing Teams to ensure assortments, promotional activity and customer communications lead to desired business results.
- Manage product catalog data including images, copy, attributes and category taxonomy.
- Manage site content calendars in conjunction with e-commerce merchants and Digital Marketing.
- Manage regular reporting of site performance and communicate to partners in Merchandising, Marketing and Site Operations teams.
- Drive improvement in the performance of the site and help drive projects and initiatives to further enhance the shopping experience.
- Collaborate with Merchants and Marketing to support strategies for all online marketing channels to ensure the best possible customer experience.
- Responsible for working with the creative team to represent product, brand and intention.

- Ensure that all merchandising, marketing and promotional deadlines are met.

### **Qualifications**

- Experience: 3+ years' experience in e-commerce merchandising or web analytics.
- Education: Bachelor's degree. Any suitable combination of education and experience will be considered.

### **Other Knowledge, Skills Or Abilities**

- Experience with E-commerce platforms and maintaining large sets of product data.
- Experience in tools like: Bloomreach, Adobe Analytics, Quantum Metrics, Adobe Target, Business Objects, Bazaar Voice, TruFit
- Ability to consolidate and analyze data from multiple sources, leveraged into actionable insights.
- Ability to work with product development, buying, content, marketing and planning organizations.
- Ability and desire to work at both the strategic and tactical levels.
- Experience with web technology platforms/working with a content management system to update pages.
- Ability to produce on-time quality deliverables in a deadline-driven environment while balancing multiple priorities.
- Cross-functional project management skills, self-starter and accustomed to leading projects with little supervision.
- Possesses critical thinking skills, supported by an understanding of web analytics and its applications.
- Skilled in researching, reviewing and communicating results in non-technical terms to a variety of audiences.
- Strong understanding and passion for websites, UI and Visual Site Merchandising.
- Proficiency in MS Office suite.
- HTML knowledge a plus.