

Job Title:

E-Commerce Brand Specialist

**Direct Supervisor:**

Manager, E-Commerce Catalog Team

Summary:

The overall responsibility of the E-Commerce Brand Specialist is to establish and maintain healthy E-Commerce listings for all products sold by Ripcord Brands. Duties comprise various aspects related to selling on E-commerce marketplaces, including (but not limited to): listing creation, curation, and maintenance; catalog metadata creation and proofing; inventory management; market research; and customer service. An E-Commerce Brand Specialist is someone who is not satisfied until all details are accurate and in their rightful place. Furthermore, they are willing and eager to do whatever is necessary to see assigned brand(s) thrive in a swiftly growing company and constantly evolving marketplace.

Responsibilities and Duties:

- Track all listings within a given brand, noting the organizational state of search results, sales page condition, rankings, and price points.
- Assure that listing elements meet Ripcord and manufacturer's standards within marketplace guidelines. Where listing elements do not adhere to standards, work with available resources to correct.
- Track status of pending corrections/updates, following-up or escalating with marketplace support as needed.
- Prepare a weekly report on sellers for the manufacturer of brand so that action may be taken to correct deviance in price points.
- Maintain complete and accurate information for all items in the company database.
- Prepare files for season expansions, assemble spreadsheets and upload new items to E-Commerce marketplace.
- Troubleshoot and address issues with items that cannot be shipped to marketplaces.
- Assist the distribution team when needed to maintain inventory flow.
- Perform market research on assigned and potential brands to expand product coverage in E-Commerce marketplaces.
- Think critically and work with leadership on ways to refine and implement efficiency improvements.
- Various projects as assigned by the supervisor to increase company health and productivity.

Skills and Requirements:

- Excellent written and verbal communication skills
- Working knowledge of G-Suite products, Microsoft Office (especially Excel), and FTP servers
- Strong organizational skills
- Extreme attention to detail
- Devotion to accuracy
- Determined persistence in achieving goals
- Committed to finding solutions using critical thinking
- Thrives in a fast-paced, deadline and data-driven environment
- Motivator and team player, eager to collaborate with and encourage co-workers
- Experience with Amazon Seller Central preferred
- Experience with data analytics preferred