

Ecommerce Marketing Specialist

Location: Charlotte, NC (South End)

Start Date: August 2018

Hours/Week: Full time

Compensation: Commensurate with experience.

Benefits: 401(k) with matching, healthcare reimbursement, unlimited vacation.

Job Description:

We are looking for a talented, customer-obsessed Marketing Specialist to help build and execute strategies driving the company's continued growth on third party marketplaces, in particular on Amazon.com.

The person in this position will help grow our in-house marketplace sales as they relate to Amazon listing optimization, sponsored ads, inventory management and more. While a background in FBA (Fulfilled by Amazon) would make you a fantastic candidate, we are ready to train the right person with appropriate experience in digital marketing and an interest in learning about third-party ecommerce sales.

If you get excited about ecommerce analytics, organic rankings, ad copy, conversion rates, and optimizing product listings, you should apply. We are looking for someone with a passion for digital marketing. We'll give you all the ingredients you need for success – a portfolio of products with broad appeal, good conversion rates, and cutting-edge software tools. As a member of our growing team, we'll throw you into the deep end and learn with you as we go.

In this role, you'll work on large scale, highly visible projects across our entire brand portfolio and entire company. This is a chance to move the needle and do work that matters.

Had you been with us last month, you would have:

- Assisted in optimizing best-selling ASINs including titles, images, descriptions, and keywords
- Worked with our creative team to develop informational product graphics according to Amazon best practices
- Built out and deployed numerous sponsored product ad campaigns
- Tracked Buy Box, page rankings, and customer reviews across the portfolio
- Completed a detailed Plan of Action to have one of our listings reinstated
- Gone to mid-week happy hour at least once at Sycamore Brewing

The Best Candidates Will:

- Assist managing day-to-day marketplace operations including product, customer and system related issues
- Have experience in SEO and white-hat optimization best practices
- Have experience building and managing PPC campaigns

- Have proven analytical skills with ability to dive deep and analyze performance, presenting impactful insights backed by data
- Display excellent business judgment, strong written and oral communication skills, and a practical, common sense approach to getting things done
- Have a strong proficiency in analysis tools including Microsoft Excel, SQL
- Be comfortable in fast-paced, high growth environment where goals shift quickly – you must have a high degree of organization and ability to manage multiple, competing priorities simultaneously (agency experience is a plus)
- Be a team player and can thrive in an ambiguous environment – no job is too small for you to tackle
- Have an aptitude for experimenting, failing fast, and iterating rapidly
- Be curious about all things digital marketing. You enjoy your morning coffee with the latest article about Digital Marketing or Amazon best practices

Bonus Points:

- Experience with Amazon tools or selling as a Merchant on Amazon (Amazon FBA experience a HUGE plus)
- Experience working with tech teams on process automation
- Knowledge of data visualization and exploration tools (Looker, Tableau, etc.)
- Successful experience in marketing communications, demand generation, field marketing or channel marketing/management
- Bachelor's degree in marketing, business, communications, or relevant field of study

Elements Brands is a portfolio of consumer products brands with an intense focus on ecommerce and digital marketing. We acquire small brands and grow their revenue while decreasing their costs. Imagine us as one part Proctor & Gamble, one part brand incubator. Recently named one of Charlotte's Best Places to Work and one of the Most Powerful Start Ups in the city, this position is located in our 8,500 sqft headquarters in South End across the street from Sycamore Brewing. We are growing quickly (doubling revenue each of the past 3 years) and aim to accelerate that pace even further – the sales you drive on Amazon will be a big part of that.

Application Instructions:

Please submit your resume (with GPA) via email. All submissions should be sent via email with a PDF attachment to Grier@ElementsBrands.com with the subject "Ecommerce Marketing Specialist Application". Any applications not submitted as PDF or submitted without the correct subject line will not be considered.