

Amazon Brand Manager

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Company: Snaphunt

Location: Poland

Category: other-general

The Offer

Opportunity within a company with a solid track record of performance

Flexible working options

Leadership Role

The Job

RESPONSIBILITIES

Strategic Direction

Create plans for product optimization that align with company financial forecasts (revenue and profit) and are repeatable and scalable

Create plans for product optimization that are proactive at achieving the revenue and profit targets per product through split testing, gap analysis, product performance audits, etc.

Intimately understand the data and what the data is telling the company to adjust to produce product optimization plans with a high chance of success.

Deliver and execute plans with clarity, documented processes, that will produce forecasted results

Ensure documentation for systems and processes is regularly maintained and updated

Amazon Team Management

Oversee all Amazon account operations on a daily basis, checking in with each department for daily reports

Oversee day-to-day SKU optimization, PPC optimization, and Amazon account health either yourself or through managing your team

Ensure repeatable processes are being utilized in each area mentioned above so that new team members can be onboarded as needed

Create and/or review daily and weekly reports and KPIs with other team members

Check account performance against projections then prepare and execute corrective or proactive actions

Make optimization adjustments to listings in front end and back end as needed

Coordinating with the CEO and Operations Manager on budget, new product concepts, and the future product pipeline of the brand

Stay up to date with all the most cutting-edge technologies and methods

Hold regular weekly meetings with team members to discuss previous weeks and future plans

Develop a growth strategy in collaboration with the CEO and Operations Manager and reverse engineer the tasks that will need executing to achieve this growth

Product Launch and Maintenance

Work directly with the PPC Manager to ensure the latest and most effective strategies are being used to launch new products and maintain profitability on existing products

Work directly with the SKU Optimization team to ensure that every product is meeting pre-determined KPI's that drive revenue, profit, and overall brand exposure to our customer avatar

Determine when products should be discontinued

Develop and maintain scorecards that provide clear and understandable data

Platform Management

Develop and maintain a system for ensuring that Amazon is billing us correctly

Create cases with Amazon to solve any problems that the team is experiencing that require assistance from Seller Support on Amazon

Develop and maintain a system for monitoring the health of our account on Amazon

Develop and maintain a system for monitoring the health of our product listings on Amazon

RESULTS

Consistent growth in revenue and profitability

Hitting KPIs and projections consistently

Assist in creating a positive, fun and results-driven environment

Listings are active at all times and superbly optimised

Clear communication with senior management and other departments so that plans are understood and all parties are working effectively towards achieving agreed goals

Amazon account health is never in jeopardy

Ensuring our brand values are reflected in our Amazon listings at all times

The Profile

REQUIREMENTS

At least 3 years Amazon Seller Central experience

2 years PPC management experience

Ability work with little to no supervision

Can efficiently collaborate with the team and delegate tasks appropriately

Extensive knowledge in keyword research and analysis

Familiarity with Asana or other project management tools

Excellent written and verbal English communication skills

Highly organized with very high attention to detail

Willing to take on new challenges and carry out new/unfamiliar tasks

Resourceful and willing to learn new things

Can efficiently collaborate with the team

Fast-learner

The Employer

Our client is UK's leading designer and manufacturer of affordable luxury pens since its launch in 2019. The company range became an official best selling brand in Amazon's US and UK marketplaces, and it is trusted by hundreds of thousands of customers worldwide.

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