

TOMY International, Inc.

POSITION DESCRIPTION

JOB TITLE: E-Commerce Analytics and PPC Strategist - Amazon
EFFECTIVE: September 2023
DEPARTMENT: Digital Commerce

Position Summary:

We are seeking a dynamic and multidisciplinary E-Commerce Analytics and Paid Search Strategist with a deep understanding of Amazon's platform to join our team. In this role, you will blend your skills in sales analysis, product forecasting, data insights, and paid search to drive our Amazon sales performance to new heights. If you are a data-driven strategist with a passion for optimizing e-commerce on Amazon, we encourage you to apply.

Key Responsibilities:

Sales Analysis and Data Insights:

- Analyze historical sales data and current trends to forecast product demand and optimize inventory management.
- Conduct point-of-sale (POS) analysis to identify trends, opportunities, and areas for improvement.
- Monitor key performance metrics (e.g., sales, conversion rates, ACoS) and provide insights to optimize sales strategies.
- Stay informed about competitor activity on Amazon, including pricing, product listings, and marketing strategies.
- Utilize Amazon analytics tools and third-party software to gain actionable insights.

PPC Strategy:

- Develop and execute paid search advertising campaigns on Amazon Advertising, with a focus on increasing product visibility, sales, and ROI.
- Conduct thorough keyword research and bid management to improve campaign performance.
- Utilize Amazon Vendor Central and advertising dashboards to monitor, analyze, and report on campaign performance, making data-backed recommendations for improvements.
- Understand and manage the advertising budget, updating and reporting to the larger team on a weekly basis.
- Collaborate with cross-functional teams to align paid search efforts with broader business objectives.
- Stay up-to-date with Amazon's advertising platform updates and e-commerce trends, adapting strategies accordingly.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field. Certification in Amazon Advertising, data analysis, or similar areas is a plus.
- Proven experience in sales analysis, product forecasting, and managing successful Amazon Advertising campaigns.
- Proficiency in using Amazon Vendor Central, Amazon Advertising, and data analytics tools for data-driven decision-making.
- Strong analytical skills with the ability to extract valuable insights from data and translate them into actionable strategies.
- Excellent written and verbal communication skills.
- Ability to thrive in a fast-paced, results-oriented environment.
- Creative problem-solving abilities and meticulous attention to detail.
- Knowledge of e-commerce platforms, Amazon's ecosystem, and online shopping trends.

If you are a results-driven, analytical thinker with a passion for e-commerce and Amazon, we encourage you to apply for this exciting opportunity to shape our Amazon business strategy and contribute to our company's growth.