



Amazon/Online Marketing Specialist

The digital marketing firm, Brandography, is seeking an in-house, full-time employee to add to our strategic marketing team. The position will focus on Amazon marketing to advance the online sales for a number of B2B and B2C clients across a range of industries. Responsibilities will include creating Amazon sales strategies, launching Amazon product listings, managing increased Amazon sales, FBA, developing/executing marketing campaigns, and associated SEO and keyword strategy development and deployment, establishing bids, developing product listing strategies, analyzing sales performance, generating reports, and providing responsive Amazon sales strategy shifts while closely collaborating with our other digital marketing teams.

Interested applicants must include a professionally written cover letter, resume, and applicable work examples to be considered.

Who you are:

You have a desire to help clients increase their profitability through increased Amazon sales. You understand the ins and outs of marketing in the digital space and are familiar with growing sales on Amazon. Most importantly, you are a team-player and are willing to learn new things to meet the needs of the company and our clients.

Job responsibilities will include:

Amazon (and other 3rd party marketplace) Sales Campaign Management:

- Develop Amazon sales approach and strategies for a variety of clients/products
- Implement Amazon Seller Central and FBA programs
- Manage client listings on Amazon daily, including setting up new listings, executing terms, and modifying and optimizing listings to align with evolving marketing strategies
- Enhance product titles, descriptions, categorization, and keywords for optimal sales performance
- Continually work to improve page rank and Amazon sales
- Support launching campaigns within additional 3rd party marketplaces outside of Amazon
- Continuously identify and evaluate new opportunities for better product listing optimization
- Plan, develop, and implement paid media strategies to increase sales, visibility, brand recognition, and drive sales across Amazon and other 3rd party marketplaces
- Explore and recommend appropriate expansion into international Amazon markets as well as other marketplaces
- Monitor client competitors and adjust approaches to ensure position as a category leader
- Conduct ongoing research to evaluate Amazon campaign performance, web/market trends, keyword optimization, etc.
- Research markets and analyze product data in order to make recommendations for optimal product launches on Amazon

- Create successful keyword strategies for product listing titles to optimize for top rankings in relevant search results
- Collaborate with digital marketing teams to leverage acquisition channels (e.g. Facebook ads, Google Adwords, social media) to drive the brand's growth on Amazon
- Monitor and analyze Amazon sales performance, rankings, ratings, and customer reviews
- Create Amazon sales and marketing report regularly including data analysis and identify new areas of opportunity for Amazon and 3rd party marketplaces
- Work closely with digital marketing teams to create effective promotional activities, optimize listings, and attract more attention to increase Amazon sales.
- Writing optimized content for effective online sales
- Support our client management team by providing regular Amazon sales updates
- Work directly with certain clients and partners
- Stay up to date on trends and best practices for selling on Amazon and 3rd party marketplaces and provide internal recommendations for continual improvement

Candidate Qualifications

To be considered for this position, a candidate must:

- Have at least three years of experience in executing successful Amazon sales approaches
- Be well versed in working with Amazon media and merchant teams
- Hold a bachelors degree in marketing/advertising, creative writing, English, or equivalent experience

This describes you:

- You are team-oriented and always willing to take on whatever is needed for the team to succeed. Our team is supportive.
- You have an ability to address issues that arise with a positive and solution-oriented mindset, we're in the business of solving problems. Our team is constructive.
- At Brandography we believe that drama precludes great customer service, so we prefer to constrain our drama to reality TV, where it belongs. Our team is nondramatic.
- You are actively growing in your career and life and are excited to join a team of pros who are doing the same. Our team is driven.
- You say what you mean and mean what you say. Avoiding drama requires us to be open and honest. Our team is genuine.
- You love to stay up to date in a constantly changing industry and frequently recommend new areas of growth and opportunity. Our team is forward-thinking.
- You have good written communication skills, to perhaps include content writing and technical writing.
- You have a deep understanding of current SEO/SEM practices and are familiar with the elements required for success.
- You can manage multiple projects and priorities at once.
- You have an excellent understanding of the following:
 - Google AdWords
 - Google Analytics
 - Social Media Marketing
 - Gmail
 - Google Drive & Dropbox
 - Google Docs / Sheets / Slides

