

JOB DESCRIPTION



TITLE: Ecommerce Marketplace Specialist (International)

Job Role:

If you live and breathe ecommerce, we want to talk to you. We're looking for an Ecommerce Marketplace Specialist to join our team to continue our recent success and play a key role in achieving significant growth for our brands & products internationally. This is a fantastic opportunity for a motivated individual who wants the opportunity to make a real difference and be a part of a growing business.

You will be responsible for the successful selling of our products on international online marketplaces such as Amazon and eBay. You will have good knowledge and understanding of selling on online marketplaces, ecommerce in general and the different levers that can be pulled to increase online sales. An entrepreneurial attitude, commercial awareness, strong communication and project management skills are essential.

To be successful you will need to work effectively with other departments; the buying, design, marketing and customer service teams. You'll understand the importance of SEO, PPC / AMS, product content, reviews, social media, customer service and how they can be used to influence traffic and conversions.

Key Responsibilities:

- Selling our products on international online marketplaces such as Amazon and eBay.
- Taking ownership / overseeing the whole process including: product and market research, shipping of the goods, stock management and general order fulfilment including FBA, product listings and content, product marketing including SEO and PPC, facilitating reviews, ensuring superb customer service.
- Implementing new product launch strategies and managing continuous improvement of existing range.
- Creating amazing product listings and brand stores which are optimised to rank and convert well in each country. Briefing design and marketing on content requirements.
- Reporting and analysis of KPIs to the business and identifying market opportunities.
- Collaborating with different departments or external agencies.
- Maintain regular consistent and professional attendance, punctuality, personal appearance, and adhere to relevant health and safety procedures. Pursue personal development of skills and knowledge.
- Any other tasks deemed by the Company to be necessary for the successful completion of the role.

Person Specification:

- Experience of working in ecommerce and/or selling on online marketplaces, especially Amazon.
- Entrepreneurial attitude, commercial acumen and ecommerce savviness.
- Ability to optimise product pages with an understanding of factors that influence traffic & conversions.
- Good proofreading and copywriting skills plus a creative eye for photo, video and design.
- Excellent communication and project management skills. Must be good with numbers.
- Confident and articulate, ability to get things done. Meticulous attention to detail.
- Ability to work proactively on own initiative and as part of the team.
- Knowledge or experience of any of the following would be an advantage: using Amazon FBA, strategies to grow sales and launch new products on marketplaces.
- Degree level qualification preferred, relevant experience also valid.
- Flexibility with working hours.

About us:

Wilton Bradley are a well-established, family run, import and distribution company with a wealth of experience in sourcing goods from around the world, and the Far East/mainland China. We are specialists in leisure goods and our various brand's cover surf/skate, water sports, wetsuits and dive gear, outdoor play and toys to name a few categories. We trade in the volume affordable end of the market, but our brands are renowned for cutting edge design, quality and value for money. We have a highly talented in-house design and product development team who are continually creating exciting and innovative material; we see brand and product development combined with efficient, highly productive and precise operational activity as a key to future success. Our customers range from; independent retailers, wholesalers, buying groups and major chain stores, including a rapidly expanding network of international distributors.

For Further Information:

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