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THE CREATIVE MERCHANDISE AGENCY

# eCommerce Merchandiser

## MERCHANDISING & STORE BUILD

### REPORTS TO

Manager Sales Operations & Creative Director

### Responsibilities

- Planning and developing merchandising strategies
- Analyzing sales figures, customers reactions and market trends to anticipate product needs
- Collaborating with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales
- Create website layout/user interface design by utilizing one of three preferred eCommerce platforms
- Integrate data from various back-end services and databases (fulfillment, accounting software, etc.)
- Gather and refine specifications and requirements based on technical needs
- Create and maintain software documentation
- Be responsible for maintaining, expanding, and scaling customer sites: maintain product categories, add and delete products as needed. Stay current with online product selection, remove expired promotions and holiday items.
- Stay plugged into emerging technologies/industry trends and apply them into operations and activities
- Cooperate with Creative Director to match visual design intent
- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyze reporting trends to anticipate product needs and plan product ranges/stock
- Collaborate with account teams, suppliers and Sales Operations Manager to negotiate prices, quantities
- Maximize customer interest and sales levels by displaying products appropriately in digital setting
- Monitor stock movement and make recommendations for markdowns, promotions, price changes, clear outs etc.
- Remain up to date with industry's best practices

### Requirements

- Proven working experience in web development, Shopify experience a plus
- A solid understanding of how web applications work including security, session management, and best development practices
- Basic knowledge of Search Engine Optimization process
- Aggressive problem diagnosis and creative problem solving skills
- Proven working experience in merchandising
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform and motivate
- Up-to-date with the latest merchandising trends and best practices



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- Excellent verbal and written communications skills
- Strong listening, presentation and decision making skills
- Commercial acumen and the ability to “decode” customers
- BS degree in Marketing or related field
- Strong organizational skills to juggle multiple tasks within the constraints of timelines and budgets with business acumen
- Ability to work and thrive in a fast-paced environment, learn rapidly and master diverse web technologies and techniques.
- Proficiency with Microsoft Office: Outlook, Excel and Word, and internet savvy
- Knowledge of CSS and HTML a plus