

Position Profile:

This position is responsible for providing dedicated support related to the upkeep and expansion of CURIO's marketplace presence. The Amazon Advertising Specialist will focus on strategizing and implementation of marketplace advertising initiatives for all brands to help achieve the company's annual marketing and sales goals.

The Amazon Advertising Specialist is responsible for supporting and executing the day-to-day advertising projects and activities surrounding assigned brands in the Amazon online marketplaces with possible future expansion to others. The Amazon Advertising Specialist works cooperatively with Digital Team, Brand Team, Marketing Design, and Operations teams to implement the annual Marketplace plan. This position will also support new product launch products, seasonal promotions, and advertising campaigns in the assigned marketplaces.

Work Responsibilities:**Executing Marketplace Advertising and Operations:**

- Work closely with the marketplace team and external agencies, internal developers, API / ad tech partners, to
 - Create and maintain marketplace product promotion calendars
 - Develop and implement marketplace advertising strategies.
 - Manage budgets and bids.
 - Optimize account configuration.
 - Keyword research and targeting
 - Develop reporting of insights
- Deliver continuous optimization of the marketplace advertising campaigns and portfolios.
 - Identify domain, brand, category, and campaign trends.
 - Provide analysis to support incremental budget requests.
 - Grow and stabilize investment, balancing ad revenue and organic growth.
 - Manage and optimize digital ads or product positioning to maximize revenue and balance marketing cost of sale to monthly and annual targets.
- Research best practices, rules, and guidelines for multiple marketplaces and apply knowledge to listings.
 - Define performance and optimization process & best practice guidelines for use in marketplace ads.
 - Learn and implement new advertising programs and features available on the marketplace platforms.
 - Monitor market trends and competitor activities, applying the data toward ad strategies.

Collaborate on Marketplace Strategies & Tactics

- Actively communicate with brand and marketing design teams to
 - Understand product strategies and form an execution plan to align with marketplace advertising and promotion.
 - Plan marketing campaigns that leverage creative assets and increase revenue, in partnership with Commercial team.
 - Collaborate on long-range objectives for brands' marketplace presence.
- Coordinate and partner with internal or external agencies to execute marketplace objectives and to promptly resolve technical and operational issues related to marketplace accounts and product listings.

Marketplace

- Comprehensive project management and execution of
 - Advertising and product promotion on Amazon and other marketplaces
 - Marketing campaigns - Forecast, plan, and optimize for assigned brands.
- Tracking, reporting, and measuring KPIs while being able to formulate actionable insights on a weekly and monthly basis.

- Produce and distribute reports, share key drivers of positive or negative trends, and track progress on KPIs.
- Run requested reports and draw conclusions from data to aid management in determining marketing direction.
- Forecasting of marketplace sales and internal demand to drive growth and meet company objectives.
- Assist in content development and management.
 - Aid in conceptualizing of content for marketplace storefronts, posts, and other promotional elements
 - Manage, optimize, and fix listings for online marketplaces.
 - Monitoring and improving organic rank of product listings
- Continuously learning and staying up to date on Amazon's ever-changing offerings
- Contribute to identifying new and improved workflow processes relating to the marketplace team efficiency.
- Have a comprehensive understanding of brand, product offerings and competitive landscape and monitor marketplace trends.

Other

- Collaborate and contribute to digital marketing team activities, as needed.
- Document processes and coordinate, create, update and test job-related standard operating procedures.

Administrative:

- Maintain marketplace revenue performance against forecast.
- Maintain advertising performance and expense reporting against budget and actuals.
- Monitor and address daily tasks related to marketplace product listing and content.

General Responsibilities:

- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement. I Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follows all safety guidelines and policies. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean, safe, and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other work as assigned.

Minimum Qualifications:

- Bachelor's degree or equivalent experience
- 1-2 years of consumer marketing or packaged goods experience
- 1-2 years' experience in Amazon advertising
- Experience with Amazon Seller Central and understanding of Amazon best practices, listing creation, listing optimization, search terms research & analysis.
- Experience with DSP ads both on and off the Amazon platform, including specifying ad creative and audience selection.
- Prior use of automation tools for ad campaign optimization and management.

Computer and/or software qualifications:

- Proficiency in Word, Outlook, Power Point
- Intermediate level of proficiency in Microsoft Excel

Core Competencies:

- Ability to work independently and in a team setting against tight deadlines.
- Ability to organize and prioritize several tasks and ensure on-time completion.
- Ability to deliver effective written and verbal presentations.
- Ability to research, report and analyze data.
- Strong numerical analysis skills
- Excellent interpersonal skills, clearly and efficiently communicate to other employees, vendors, and partners in written and spoken English.
- Ability to prioritize and perform multiple tasks to respond appropriately to constant change in priorities and services as directed
- Maintain and protect proprietary company information.

Preferred Qualifications:

- Additional years of consumer marketing or packaged goods experience
- Amazon advertising certifications, or related certifications in Google, Bing, or other PPC advertising platforms
- Experience in the B2C marketing of product on in omni-channel environment
- Knowledge and affinity for fragrance in general and personal care and home fragrance product specifically
- Experience working with online content management systems, analytics tools, or other digital marketing technologies.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Ability to quickly learn and put into practice new systems or tools.
- Strong skills in proofreading and/or copy editing.
- Ability to produce written communication with internal and external customers requiring a high level of professionalism and attention to detail.
- Excellent organizational and time management skills
- Strong and professional communication and correspondence skills
- Ability to work independently with little supervision.

Travel Requirement: Less than 5%

Hybrid Working Environment and Physical Demands:

- General office or home office environment: Works at a desk in a well-lit, air-conditioned cubicle/office/home office, with moderate noise levels.
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds.
- When in a facility, occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.

*** Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*