



Example of Ecommerce Category Manager Job Description

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Our growing company is looking for an ecommerce category manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for ecommerce category manager

- Conduct assortment, promotional, cross-selling and other relevant analyses for eCommerce and omnichannel retailers, leveraging all relevant information
- Identify and codify new analyses relevant to driving eCommerce traffic, conversion and basket size
- Lead all relevant data organization and data mining of new and existing data sources
- Develop storylines and presentations to effectively communicate findings both internally externally to retailers, distributors and other stakeholders
- Collaborate with internal teams and relevant data vendors to identify and obtain relevant data and tools for eCommerce channel insights and tracking
- Develop eCommerce dashboards and reporting for a cross-functional leadership audience
- Support 1-2 Ecommerce Buyers in managing assortment plans, line lists, and strategy execution by becoming knowledgeable and comfortable working within our Product Lifecycle Management (PLM) system
- Manage customer review and reporting process, including pulling bi-monthly reports, organizing information and leading meetings with cross-functional teams to troubleshoot areas of opportunity
- Manage product samples, including initial review and distribution of unsolicited vendor product submissions and acting as POC for Public Relations and vendor sample requests
- Create and maintain visual merchandising boards to communicate current and future assortments to cross functional partners

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- Proficiency in Microsoft Office suite & windows based systems
 - Excellent team player with the ability to apply innovative ideas and critical thinking to projects and the organization's opportunities
 - A minimum of 8 years of experience in the Consumer Goods industry working in digital marketing or eCommerce AND performing analysis/making recommendations
 - Experience working in a matrix environment, leading peers and developing commercial plans
 - Education- Bachelor's Degree (BA or BS) required
 - Years of experience- 5+ years of category management experience within consumer packaged goods or retail