



Example of Ecommerce Category Manager Job Description

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Our growing company is looking to fill the role of ecommerce category manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for ecommerce category manager

- Manage customer service inquiries and questions for your merchant's categories
- To work closely with
- In collaboration with the Director, Category and Manager, Category, choose and align product assortment based on customer buying trends and cultivate the vision for how the overall assortment is represented in the store
- Partner with GMM and DMMs to create effective and innovative online merchandising strategies to drive total category sales and profitability
- Influence assortment for Academy.com to achieve online sales, merchandising margin and gross profit goals
- Influence cross-functional business leaders in establishing business objectives and goals specific to Omnichannel
- Stay highly focused on current trends, opportunities, assortment, competition and merchant vision by category and apply knowledge to drive conversion growth
- Partner with marketing to activate enterprise marketing plans develop Omnichannel supporting campaigns to drive awareness and conversion
- Partner with merchant group to activate all significant product launches with the necessary supporting marketing and web specific activities
- Manage and oversee the Omnichannel Category Management team

Qualifications for ecommerce category manager

- 5+ years of category management experience within consumer packaged goods or retail
- Analytical skills to identify opportunities and tell a story internally and externally
- Strong organizational and project management skills with ability to influence and collaborate across functions
- Proven track record of forward-looking thought leadership and ability to adapt in fast-paced, changing environments
- Extensive, demonstrable skills within Microsoft Office, working with syndicated data sources (Nielsen, IRI) and Category Management tools
- Excellent written and verbal communication skills with strong sales acumen