



## Example of Ecommerce Category Manager Job Description

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Our company is growing rapidly and is looking for an ecommerce category manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

### Responsibilities for ecommerce category manager

- Position and present products within the online store to drive traffic, conversion, and average order value
- Work with the analytics team to measure the effectiveness of all online merchandising activities and supporting marketing campaigns
- Lead category merchandising team to use data driven business insights to address customer opportunities through site improvements
- Partner with major external and internal vendor partners to ensure their brands are well positioned to deliver against customer and brand expectations
- Improve and monitor supply chain inefficiencies inventory turns, reduction in customer returns, overstock, out of stock, and aging item
- Lead category management and insights for the KHC E-Commerce organization
- Create and plan category leadership solutions that deliver profitable sales growth for customers
- Identify and lead specific research opportunities (shopper, consumer, ) to bring new learning to category leadership solutions
- Evaluate/ monitor all customer category leadership solutions, turn analysis into recommended actions and continually improve to be more effective and efficient for category and customer
- Leverage insights and resources through the utilization of a broad range of

## Qualifications for ecommerce category manager

- Planning experience beneficial
- Understands eCommerce channel/retail landscape
- Proven ability to use data and analytics to develop insights
- Use of consumption databases ACNielsen, IRI
- Strong computer skills (Microsoft Office tools) (Proficiency in Access and Expert in Excel is preferred)
- Understands chain sales, retail and distributor operations