

Marketplace Specialist Job Description

Become our Marketplace Specialist and master the art of selling on multiple online platforms!

Join our team and optimize our presence on various marketplaces to drive sales. Maximize our reach, manage listings, and ensure a seamless customer experience across various marketplaces!

This is an excellent opportunity to showcase your collaboration, communication, and problem-solving abilities. If you possess strategic thinking, creativity, and adaptability to thrive in a rapidly changing market, apply now!

In this role, you will:

- Analyze data, trends, and customer feedback to identify areas of opportunity and growth within the marketplace.
- Monitor competitive pricing in the marketplace and recommend strategies to maintain a competitive edge.
- Develop and execute promotional campaigns and strategies to drive traffic and increase sales.
- Collaborate closely with internal teams to ensure accuracy and completeness of product information across marketplaces.
- Optimize product listings, including product images and descriptions, to maximize visibility and sales performance.
- Design and execute test strategies to evaluate the effectiveness of marketing initiatives and optimize campaign performance.
- Monitor and analyze the performance of campaigns and market initiatives, providing insights and recommendations for improvement.
- Manage budgeting processes to ensure cost-effectiveness and maximize ROI of marketing strategies.
- Monitor and respond to customer inquiries and feedback across marketplaces, providing excellent customer service and support.
- Stay updated with changes in the marketplace landscape, including policies, algorithms, and consumer behavior, and evaluate their potential implications for the business.

Your impact:

- Increased revenue by implementing effective marketing strategies and optimizing marketplace presence.
- Enhanced customer satisfaction through improved product listings and excellent customer service.
- Increased customer engagement and brand awareness in the marketplace.

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- Improved cost-effectiveness of marketing strategies through efficient budget management and optimization.

Essential skills and qualifications:

- Bachelor's degree in Business, Marketing, or a related field.
- At least three years of experience in marketing and/or eCommerce, with a proven track record of successful marketplace optimization.
- In-depth knowledge of marketplaces, industry trends, algorithms, and consumer behavior.
- Strong ability to work collaboratively and effectively within a team, partnering with cross-functional teams.
- Excellent verbal and written communication skills, with the ability to convey ideas clearly and concisely.
- Strong problem-solving and analytical skills, with the ability to think strategically and creatively.
- Proficiency in using marketplace platforms and relevant analytics tools.

The character we're looking for:

- Proactive and highly motivated, driven to achieve goals and deliver results.
- Strong analytical and organizational skills, with an attention to detail and accuracy.
- Ability to work well under pressure, manage multiple priorities, and meet tight deadlines.
- Flexible, open-minded, and eager to learn, embracing new challenges and opportunities.
- Customer-oriented mindset, with the ability to understand consumer behavior and preferences.
- Familiarity with the MBTI personality framework is a plus (optional).