

Job Description – E-Commerce Market Place Specialist

POSITION: E-Commerce Market Place Specialist

REPORTS TO: Market Activation Head

Job Location: Bangalore

Educational Requirements: MBA in marketing with relevant industry experience.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- 2 or more years of experience in activating and listing products in various online marketplaces.
- Experience in contacting category heads/managers and generate interest in the product.
- Must know lead activation and identification process
- Manage samples and testing records
- Closely work with Business development and Digital marketing team to ensure the right positioning of the products in the market.
- Knowledge of competitor analysis and market trend study
- responsible for ensuring all products are listed and optimized to the highest standards across the website and marketplaces
- SPOC for all the product listing related queries
- Manage the eCommerce websites, looking after pricing, product descriptions and general content
- Monitor customer reviews, and ratings to protect and enhance marketplace status
- Provide reporting as needed per store to internal teams.
- Assist with other special projects not limited to the E-Commerce team.

KEY COMPETENCIES:

- Detail & deadline-oriented
- Fast Self-learner and analytical thinker
- Excellent verbal and written communication skills.
- Excellent organizational and planning skills; ability to multitask.
- Ability to work in a high-energy, fast-paced environment with teamwork.
- Ability to manage multiple projects
- Technical competency

EDUCATION AND EXPERIENCE:

- Preferred MBA in marketing with 2+ years' experience in the related field
- Proficient using the latest versions of Microsoft Word, Excel, PowerPoint; email and web searches.
- Knowledge of HTML and CSS
- Proficient in Photoshop CS or higher
- 1+ years of web or graphic design is added advantage

To be successful in this role one must already be working within a Marketplace/Ecommerce position ideally within a retail, manufacturing business. You must have demonstrable experience dealing with multiple online marketplace platforms and product listing. If you're a sales-focused individual with the ability to manage multiple projects and thrive on working in a fast-paced working environment share your resumes to Swathi.r@nxt-group.com

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IFSC code KKBK0008061 **Swift code:** KKBKINBBCPC **GSTIN:** 29AADCN8388A1Z7

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