



Amazon Seller Central “Growth Focused” Account Manager Niagara-on-the-Lake, ON

Who We Are:

For 20 years, we’ve been leaders in the baby safety (Levana) and DIY security (Defender) space, creating ground-breaking consumer electronics that bring peace of mind to millions of people all over the world. Selling directly through our brand websites, Amazon, and our retail partners such as Walmart, Costco and Home Depot, we are growing fast and are looking for new creative minds to join us on this journey. For those looking to join a passionate team that challenge conventional methods, take risks and settle for nothing but excellence, you’ve found the right place!

What's In It for You:

- Competitive compensation and benefits
- Working in a collaborative, recognition-based team
- Opportunity for career growth
- Be part of a fast growth high performance culture
- Onsite fitness equipment and recreational space

How You’ll Make an Impact:

We are looking for a goal driven **Amazon Seller Central Account Manager** who brings Amazon specific experience to plan and execute a growth focused marketing and sales strategy for the platform. This individual will manage our Defender and Levana brands on Amazon.com and Amazon.ca and be our expert on Amazon's seller central advertising service platforms with a focus on long-term sustainable growth. Reporting directly to the CEO, you will work closely with the Sales, Marketing, Operations and Support teams on the development of various Amazon growth campaigns. You will also lead the execution of product launch strategies that drive awareness, loyalty, purchases, and engagement. **Empowered with the freedom to try new things and see your ideas come to life, it’s our entrepreneurial spirit and relentless drive to produce superior customer experiences that ensures we’re constantly growing the Levana and Defender brands.**

- **Sales:** Achieve monthly, quarterly, and annual sales targets as developed by the CEO.
- **Marketing Strategy, Planning & Reporting:** Analyze marketplace data and sales analytics to create actionable weekly/monthly/annual plans that support the sales growth strategy. Prepare necessary sales reports for appropriate parties as required that include all critical sales and marketing data updates. Develop at least one new creative strategic proposal per month designed to significantly grow sales. Actively monitor and react to our competitive landscape (elements that drive customer purchase decisions such as pricing, promotions, reviews, content, etc.). Partner with agencies to ensure sales growth stays on target while constantly looking for new partners to help us grow.
- **Product Reviews:** Convert 10% of unit sales into reviews by working closely with the Brand Experience manager on utilizing printed inserts in our product packaging, in App pop ups and other Amazon Terms of Service compliant tactics. Ensure our customer questions are being responded to in an accurate and timely manner by our support team.
- **Product Listings:** Create new and optimize existing Amazon product listings designed to increase sales through the implementation of best practices while ensuring product detail accuracy. Verify that listing details, images and videos are accurate and up to date while adjusting as needed. Work directly with

- the in-house Design Team to improve images, update infographics, video, Storefront, Brand story and A+ Content. Review listings daily and use assertive cease & desist tactics to remove unauthorized resellers.
- **Paid Advertising:** Manage Amazon advertising spend via our outsourced agencies across multiple campaigns ensuring ACoS/ROAS goals are achieved. Monitor and adjust spend daily to achieve the highest return possible. Recommend and onboard new agencies as needed.
- **Promotions:** Build campaigns, including determining the right assortment and high ROI supporting tactics that maintain our minimum ASP. Lead the execution of pricing recommendations, promotional strategies (Lightning Deals, Clip on Coupons, etc.) and product assortment to meet (or exceed!) our financial goals.
- **Inventory Management:** Execute and lead the forecasting process to maintain optimal inventory levels while managing inventory depletion. Coordinate the return of products on a weekly basis to ensure we process efficiently and achieve the highest recovery rate possible.
- **Best Sellers Ranking:** Ensure we are consistently climbing in our best sellers ranking week over week.
- **Other:** Support Marketing, Design and Sales Teams with ad hoc projects as required.

Who You Are:

- 2+ Years of experience working with Amazon Seller Central including AMS advertising and store portal, analytics, case log management and new item listing.
- Bachelor's degree in Business, Marketing or a related field
- Self-starter with the ability to think "out of the box" to secure incremental business opportunities
- Highly analytical with a keen attention to detail (Bonus points if you have experience with Power BI,
- Proven ability to use Excel
- Exceptional written and verbal communication skills with the ability to maintain a clear and consistent brand voice
- Ability to adapt to and manage changing priorities independently in a fast-paced entrepreneurial environment without missing critical deadlines
- Constantly learning and on the hunt for new and innovative strategies

How We're Keeping You Safe:

ETI is committed to providing a safe working environment to ensure that our team (current and future!) remain healthy and safe – therefore we have put measures in place, such as daily office sanitization, socially distant desk spaces, and providing masks for all team members. COVID-19 vaccination is required.