

Job Description: Ecommerce Manager - Techtrix Store

As an Ecommerce Manager at Techtrix Store, you will play a pivotal role in driving the success of our online platform for Networking & Computing Products. Your responsibilities will encompass various aspects of managing and optimizing our ecommerce operations to ensure a seamless customer experience.

Key Responsibilities:

Product Listings and Inventory Management:

- Create accurate and compelling product listings to showcase our range of products.
- Maintain and update product inventory, ensuring accurate availability and pricing.

Coordination with Internal Teams:

- Collaborate with product managers and channel sales managers to ensure timely availability of new products.
- Communicate and coordinate product-related information internally.

Order Process Management:

- Oversee the order processing and fulfillment process, ensuring smooth and efficient operations.
- Coordinate with store managers to ensure timely order fulfillment.

Website UI/UX Management:

- Enhance the user experience (UI/UX) of our ecommerce website to ensure seamless navigation across all devices.
- Implement improvements to streamline the online shopping process.

Category Pages Management:

- Manage segmented category pages on the store, ensuring they are organized and optimized for easy browsing.

Graphical Content Updates:

- Create and manage graphical content updates for the store, utilizing internal resources to maintain a visually appealing and engaging online presence.

Marketing Strategy and Collaboration:

- Develop and execute conventional and digital marketing strategies to drive traffic and sales.
- Collaborate with the marketing team to ensure alignment with overall branding and promotional efforts.
- Implement marketing communication strategies to engage customers and promote products effectively.
- Explore opportunities for brand collaborations to enhance the brand's image and market presence.
- Locate overall webstore analytics, categories analytics, brand or product analytics and to improve sales strategy and customer retention.

- Monitor performance marketing analytics.

Qualifications and Requirements:

- Bachelor's degree in Marketing, Business, or a related field.
- Minimum 2 Years experience in ecommerce management and digital marketing.
- Strong understanding of ecommerce platforms, UI/UX principles, and product management.
- Excellent communication and interpersonal skills.
- Proficiency in graphic design tools is a plus.
- Google Analytics with the ability to interpret data and make strategic decisions.
- Result-driven and proactive attitude.

Join our dynamic team and contribute to the growth and success of Techtrix Store by optimizing the online shopping experience and driving customer engagement.

If you are passionate about ecommerce, have a knack for detail, and thrive in a fast-paced environment, we would love to hear from you. Apply now to embark on this exciting journey with us!