



## Ecommerce Product Specialist

### **PROGRESSION OF SUPERVISORS:**

Computer Systems Analyst & Operations Coordinator  
Manager of Ecommerce Marketing, Operations, & Strategy  
Managing Director  
Vice President  
President

### **JOB SUMMARY:**

- ❖ **The Ecommerce Product Specialist will be the champion of product management across all online channels, from building and maintaining SKUs on product pages to analyzing data for forecasting and testing new products. You will use our greenhouse production software (Picas), Salesforce, and all available channel portals and reports to collect and analyze sales data that will help the team make decisions on product planning and building our product assortment. You will coordinate with the Growing Department and other internal and external resources to communicate team needs and reach sales goals. You will manage and update our inventory reservation system in Picas to ensure accurate numbers are available for promotions and daily sales on all online channels. You will work alongside a close-knit team, sharing ideas and collaborating to achieve our goals. This is an opportunity to contribute to innovative new projects and tasks that impact and change the horticulture industry.**

### **ESSENTIAL FUNCTIONS:**

- ❖ Assist with managing and adding products and attributes to 5+ online channels
- ❖ Perform product page maintenance on all Ecommerce channels and websites, including Amazon.com, HomeDepot.com, Jet.com, Salesforce, and Magento
- ❖ Create and test new products and kits
- ❖ Coordinate with growers on product numbers and quality
- ❖ Manage and update inventory reservation system in Picas to ensure accurate numbers are available for all channels and promotions
- ❖ Track reviews on all channels and communicate data for necessary improvements
- ❖ Utilize all available upgrades on each channel, including Amazon and Jet.com Product Variations and Home Depot Super SKUs
- ❖ Utilize Search Engine Optimization (SEO) to continually update content for all products to ensure an ever-increasing conversion metric
- ❖ Advance the goals of the team with consistent contribution of ideas
- ❖ Perform other duties and assist with team projects as assigned

### **ESSENTIAL SKILLS:**

- ❖ Demonstrates the ability to quickly learn and adapt to new computer systems, company specific programs and other technologies.
- ❖ Earns and maintains the trust and respect of all employees, co-workers and customers.



- ❖ Demonstrate a high level of professionalism while at work, or while representing the company in any capacity.

#### **ESSENTIAL WORK HABITS:**

- ❖ Establish priorities, work independently, and accomplish objectives with minimal supervision.
- ❖ Reports to work as scheduled, maintaining a level of absences that results in minimal departmental disruption and minimal unfair burden on other employees.
- ❖ Strives to learn and improve. Seeks out ways to better themselves and the company. Takes on responsibilities. Is hardworking and self-motivated.
- ❖ Adjust schedule seasonally as needed willing to work more or less hours depending on need of department.

#### **QUALIFICATIONS:**

- ❖ Bachelor's degree or relevant experience
- ❖ Proficient in Microsoft Excel, Word, and PowerPoint

#### **PREFERENCES:**

- ❖ Experience with enterprise resource planning (ERP) systems
- ❖ Experience working with live goods
- ❖ Experience in Salesforce
- ❖ Independent experience with Ecommerce (eBay, Amazon, etc.)

#### **PHYSICAL ASPECTS:**

- ❖ Lifting minimum of 30 lbs
- ❖ Employee may be exposed to temperatures that can be 10-20 degrees above outside temperatures seasonally.
- ❖ Bulk of time is spent at a desk utilizing a computer