

eCommerce & Digital Marketing Manager

Job Description

SectorSeven, LLC, a global solutions provider focused on hardware, software, services and related products, has an immediate opening for an E-commerce & Digital Marketing Manager.

Key Duties:

This role is responsible for all aspects of the direct-to-consumer business. This includes management of SectorSeven.com, Amazon channels, eBay, and any other additional digital marketplace channels. Includes presenting and selling company products and services via e-commerce channels. Responsibilities include:

- Develop & lead e-commerce strategy for entry or expansion of e-commerce platforms to reach sales and margin goals.
- Prepare action plans and schedules to identify specific targets, and potential sales volumes.
- Establish necessary relationship with e-commerce retailers to feature SectorSeven products on their platforms.
- Negotiation of appropriate contracts, fees, and ongoing relationship management with vendors and on-line retailers.
- Generate and implement new initiatives to increase D2C sales and profitability.
- Optimization of SectorSeven on-line presence using SEO and SEM.
- Day to day management of SectorSeven's presence on e-commerce platforms. Product presentation, product mix, pricing, and adjusting as needed.
- Develop and maintain sales materials and current product knowledge.
- Forecasts across all eCommerce channels, including product launches, promotions, and establishing a steady baseline for unit volume, revenue, and profitability.
- Establishing and monitoring prices for all products in the eCommerce channel.
- Reporting on daily, weekly, monthly, quarterly, and annual performance, including providing post-mortem analysis and key learnings from promotions
- Monitor competition by gathering current marketplace information on pricing, products, trends, etc.
- Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff.
- Other duties as assigned.

Skills:

- High enthusiasm towards learning about new wireless products, devices and technology trends.
- Energetic and self-motivated. Strong drive for sales and performance management.
- Excellent written and verbal communication skills. Understanding of video, design, and aesthetically appealing media.
- Knowledge and experience of developing, implanting and optimizing digital content.
- Experience with e-commerce systems, e-commerce retailers, SEO, SEQ, and social media management.
- Demonstrated ability to persuade and influence others; strong negotiation and relationship building skills.
- Ability to meet customer needs and close sales.
- Strong organization and time management skills; ability to maintain a fluctuating workload and varied job tasks in a fast-paced environment.
- Strong analytical and judgment skills.

Qualifications:

- BS or BA in Marketing, Communications, Computer Science or related degree preferred.
- Demonstrated experience in wireless sales and marketing – either with a wireless carrier, retailer, or device manufacturer. 2-3 years of experience preferred.
- Demonstrated experience selling in e-commerce channels.

This role can be based in Atlanta GA, Denver CO, Phoenix AZ, or Minnesota (Alexandria or Twin Cities).

SectorSeven offers a base salary proportionate with experience plus commissions, health insurance, 401(k) plan, paid vacation and personal time, as well as other benefits.