

Role: Amazon Account Manager

Location: Boulder, CO

About Us:

Skratch Labs is an outdoor company on the cutting edge of athlete nutrition, founded by two pro cycling veterans who started mixing performance drinks in paint buckets at McGuckin Hardware over 8 years ago. Since then, we've built an amazing following of impassioned athletes in the US and Europe and we're growing fast. We believe food and drink is just better when made from scratch and we also believe that no matter where we find ourselves in life, it's never too late to start from scratch. We use our heads and our hearts in everything we do. Our goal is to help people be better. We work together, we are real, we perform, and we are empathetic. If you're inspired by athletes and our story, and you think you'd thrive in an office full of dogs, bicycle posters, shenanigans, hard work, and the occasional lunchtime knock-out (basketball) game, this could be the place for you.

About the Role:

The Amazon Account Manager will be our resident expert and champion for considerable, intelligent growth in this channel. This individual will manage our Amazon Seller Central Account delivering best-in-channel presentation and sales for Skratch Labs. You will direct the day-to-day operations relating to Amazon Sales with oversight and responsibility for strategy, sales, paid media, promotion, presentation, and performance metrics.

Responsibilities

- Manage our Amazon Seller Central based business.
- Drive strategy, forecasts and growth for Amazon business.
- Help define and then achieve channel revenue goals including sales forecasting for Amazon and forecast analysis for monthly review.
- Define post-purchase follow up practices and iterate as necessary using Feedback Genius.
- Develop Amazon specific metrics to analyze ROI, track trends, and make strategic recommendations to ensure we are optimizing efforts to drive growth.
- Manage Amazon product listing pages, storefront pages and optimize layout to maximize conversions; including enhanced brand content, videos, galleries, etc.
- Collaborate with Sales and Marketing to develop and implement seasonal and annual online marketing calendars for programs that can be relevant on Amazon.
- Collaborate with sales team leaders around key specialty online players, determining priority placement at specialty without compromising Amazon optimization.
- Assist Supply Chain Manager in technical troubleshooting the backend of Seller Central (Inventory Issues, Product Merge, etc.)
- Ensure authorized online sellers are within MAP, eliminate unauthorized disruptive marketplace sellers, and reduce MAP violations.
- Manage tax settings, Amazon disputes and communications as well as other operational elements.
- Own Amazon reviews strategy, seeking ways to increase the quantity of reviews while maintaining quality.
- Collaborate on Amazon Paid Media strategy and campaign execution.
- Management of Amazon Posts and other BETA programs on Amazon.
- Administrative tasks on Amazon such as adding new users, connecting MWS, etc.
- Assist eCommerce Sales Manager in building and maintaining product pages for Shopify stores.
- Research large scale exploratory digital marketing projects such as API integration potential with 3rd Party Apps
- Minor graphic design work (resizing images, cropping, text additions) using Canva to support emails, websites, Amazon, etc.

Key Qualifications

- Passion for/excellence in analytics, demonstrated ability to dive deep in to metrics of Amazon and continually iterate on and improve our approach and results
- Competitive drive to exceed sales targets
- Collaborative mindset to work amicably with eCommerce Sales Manager, the sales team and across internal departments
- Effective communication skills, both written and oral
- Direct management of Paid Amazon Advertising Campaigns experience not required but a plus

Education & Experience

- Bachelor's degree
- 2-4 years of Amazon eCommerce channel experience including management of Seller Central, Brand Registry and Brand Stores on Amazon

Position Definitions

- The Amazon Account Manager is a full-time salary position, based in Boulder Colorado, reporting to the Senior eCommerce Sales Manager.
- Benefits include Health insurance, Flex PTO, 401(k), employee profit sharing, monthly cell phone stipend, flexible working hours, positive and inclusive work environment.

Application Instructions:

If this describes and inspires you, please:

1. Complete a [10-minute survey \(https://www.cultureindex.com/c/C2B5DD\)](https://www.cultureindex.com/c/C2B5DD)
2. Provide your resume and a detailed cover letter.

Please put "Amazon Account Manager" in the subject line and email your resume and cover letter to Jen MacGregor at jen@skratchlabs.com.

Please check the box for "Amazon Account Manager" when completing your survey.