

## **Job Posting: E-Commerce Manager at Relay**

Relay is the coolest way to get a great deal on running shoes. We transform the complex logistics of unsold inventory and footwear returns into mission-driven sales to get more humans running on a cleaner planet.

Every year, thousands of shoes are sampled for sizing and returned. These shoes end up on pallets, collecting dust in warehouses, or in landfills because they have a box that is imperfect or packaging is missing. The vast majority of these items have never been used.

Our team has created an industry-leading quality assurance process to sort through these shoes to find the highest quality running shoe overstock and returns. To date, nearly 500,000 pairs of shoes have been through this process and Relay is the world's leading authorized seller of reconditioned running shoes.

Relay is actively looking for an ambitious e-commerce leader who is passionate about running and online selling. The E-Commerce Manager will help us better serve customers, independent running retailers, and the best athletic footwear brands in the world.

This is a hands-on position for an individual who will be responsible for creating and executing our DTC and B2B e-commerce strategies.

Because of Relay's rapid growth and our startup culture, the E-Commerce Manager must be comfortable wearing multiple hats and possess the ability to often switch between strategic thinking and execution.

### **What Winning Looks Like For You**

- You create, execute, and optimize clear and effective e-commerce growth strategies for our DTC, marketplace and B2B customers.
- You drive conversions and sales through website optimization, a/b testing and working with our marketing team.
- You understand the customer's needs and can communicate to Relay stakeholders the data insights and performance analysis of what is working and not working with our e-commerce strategies.
- You create, manage, and update a budget and measure performance based on monthly revenue goals.

### **What Winning Looks Like For Relay**

- Igniting the next big running boom by making the highest quality gear more affordable and accessible.
- Leading the athletic footwear industry by providing the best solution for unsold inventory.
- Building a world class team of leaders that shares their talents to build a business that grows in profit, size, and influence, while celebrating success and creating a workspace in which employees enjoy going to work.

## **E-Commerce Manager Responsibilities**

The E-Commerce Manager will own the success of:

- Optimizing the consumer journey and experience from lead gen through conversion
- Overseeing product listings on RelayRun.co
- Managing marketplace selling on Amazon, Ebay and additional marketplaces
- Google Analytics tracking and reporting
- Creating exceptional consumer experiences
- Vendor communication
- Building out our B2B recommerce platforms with independent running retailers and brands

## **The optimal candidate will share the following values and traits:**

- An optimistic attitude and view of the world
- Internally motivated
- Action oriented
- Ambitious
- Solution-focused when presented with challenges
- Exceptionally organized
- Ability to prioritize and juggle multiple tasks at once
- Strong belief in accountability and personal responsibility
- The desire for personal growth and development

## **Preferred Qualifications:**

- Running, outdoor, or athletic footwear industry experience
- 2+ years of ecommerce experience, preferably with Shopify and Amazon
- Experience building, managing, and optimizing e-commerce websites
- Successful track record of building and executing e-commerce growth strategies

## **Tactical**

- Location: This in-person position will share their talents at our offices in Richmond, VA
- Direct Report: President, Relay
- 401K, HSA Contribution and fitness stipend
- Competitive salary with profit sharing opportunities
- PTO accrual begins on day one

Candidates interested in sharing their talents with Relay should send a resume and cover letter to [hello@relaygoods.com](mailto:hello@relaygoods.com). To learn more about how runners save on running shoes while doing good for the planet, please visit [RelayRun.co](http://RelayRun.co).